

RECR/RSS	DATES
	From _____, 19____ To _____, 19____

A. GETTING YOUR STANDARD OF EFFECTIVENESS FOR TELEPHONE CANVASSING (ROUNDED TO WHOLE)

1. Add up the number of telephone calls you made for the month.
2. Add up the number of interviews you held as a result of the appointments you made by telephone.
3. Divide the calls by the interviews held.
 EXAMPLE: $\frac{601 \text{ TC}}{34 \text{ INTVWS}} = 18 \text{ TC F/1 INTVW}$
 THIS IS YOUR STANDARD. ENTER IT ON LINE A-1 OF YOUR OBJECTIVES SHEET. (DON'T WAIT TO GATHER 3 MONTHS DATA. START WITH 1 MONTH AND REFINE IT LATER.) (ALWAYS ROUND UP)

	1ST MO	2ND MO	3RD MO	TOTAL
_____ + _____ + _____ = _____				
_____ + _____ + _____ = _____				

3 MO AVERAGE				TC F/1 INTERVIEW

B. GETTING YOUR STANDARD OF EFFECTIVENESS FOR OFFICE TRAFFIC (ROUNDED TO WHOLE)

1. Add up the number of people you contacted for the first time when they came to your office, or were brought there by a poolee, etc. for the month.
2. Add up the number of interviews you held after you "screened out" the obviously unqualified.
3. Divide the office traffic by the interviews.
 EXAMPLE: $\frac{92 \text{ OT HANDLED}}{16 \text{ INTVWS HELD}} = 6 \text{ OT F/1 INTVW}$
 THIS IS YOUR STANDARD. ENTER IT ON LINE A-2 OF YOUR OBJECTIVES SHEET. (ALWAYS ROUND UP)

_____ + _____ + _____ = _____				
_____ + _____ + _____ = _____				

3 MO AVERAGE				OT F/1 INTERVIEW

C. GETTING YOUR STANDARD OF EFFECTIVENESS FOR AREA CANVASSING (ROUNDED TO WHOLE)

1. Add up the number of contacts you made in your area.
2. Add up the number of interviews you held as a direct result of a "cold" canvass of your area.
3. Divide the contacts by the interviews.
 EXAMPLE: $\frac{175 \text{ CONTACTS}}{12 \text{ INTVWS HELD}} = 15 \text{ AC F/1 INTVW}$
 THIS IS YOUR STANDARD. ENTER IT ON LINE A-3 OF YOUR OBJECTIVES SHEET. (ALWAYS ROUND UP)

_____ + _____ + _____ = _____				
_____ + _____ + _____ = _____				

3 MO AVERAGE				AC F/1 INTERVIEW

D. GETTING YOUR STANDARD OF EFFECTIVENESS FOR HOME VISITS (ROUNDED TO WHOLE)

1. Add up the number of home visits you made during the month.
2. Add up the number of interviews you held as a direct result of home visits for the month.
3. Divide the home visits by the interviews.
 EXAMPLE: $\frac{23 \text{ HV MADE}}{3 \text{ INTVW HELD}} = 8 \text{ HV F/1 INTVW}$
 THIS IS YOUR STANDARD. ENTER IT ON LINE A-4 OF YOUR OBJECTIVES SHEET. (ALWAYS ROUND UP)

_____ + _____ + _____ = _____				
_____ + _____ + _____ = _____				

3 MO AVERAGE				HV F/1 INTERVIEW

E. GETTING YOUR BUSINESS PERCENTAGE (ROUNDED TO 100TH)

1. Divide the number of interviews from telephone activity by the total number of interviews conducted during the month.
 EXAMPLE: $\frac{34}{65} = 53\%$ (ALWAYS ROUND UP)
 THIS IS YOUR BUSINESS PERCENTAGE FOR TC. ENTER IT ON LINE B-1 OF YOUR OBJECTIVES SHEET.

	1ST MO	2ND MO	3RD MO	TOTAL
	_____ =	_____ =	_____ =	_____
3 MO AVERAGE		<input type="text"/>	% BY TC	

2. Divide the number of interviews from OT activity by the total number of interviews conducted during the month.
 EXAMPLE: $\frac{16}{65} = 25\%$ (ALWAYS ROUND UP)
 THIS IS YOUR BUSINESS PERCENTAGE FOR OT. ENTER IT ON LINE B-2 OF YOUR OBJECTIVES SHEET.

	_____ =	_____ =	_____ =	_____
3 MO AVERAGE		<input type="text"/>	% BY OT	

3. Divide the number of interviews from AC activity by the total number of interviews conducted during the month.
 EXAMPLE: $\frac{12}{65} = 19\%$ (ALWAYS ROUND UP)
 THIS IS YOUR BUSINESS PERCENTAGE FOR AC. ENTER IT ON LINE B-3 OF YOUR OBJECTIVES SHEET.

	_____ =	_____ =	_____ =	_____
3 MO AVERAGE		<input type="text"/>	% BY AC	

4. Divide the number of interviews from HV activity by the total number of interviews conducted during the month.
 EXAMPLE: $\frac{3}{65} = 5\%$ (ALWAYS ROUND UP)
 THIS IS YOUR BUSINESS PERCENTAGE FOR HV. ENTER IT ON LINE B-4 OF YOUR OBJECTIVES SHEET.

	_____ =	_____ =	_____ =	_____
3 MO AVERAGE		<input type="text"/>	% BY HV	

F. GETTING YOUR CLOSING RATIO (CR) (ROUNDED TO 10TH)

1. Add up all your interviews (TC/OT/AC/HV)
 2. Add up the total number of new working applicants.
 3. Divide the total number of interviews by the number of new working applicants.
 EXAMPLE: $\frac{65 \text{ INTVWS HELD}}{21 \text{ NEW WKG APPL}} = \text{CR OF } 3.1 : 1$
 THIS IS YOUR CR. ENTER IT ON LINE C OF YOUR OBJECTIVES SHEET (ALWAYS ROUND UP)

	_____ +	_____ +	_____ =	_____
	_____ +	_____ +	_____ =	_____
	_____ =	_____ =	_____ =	_____
3 MO AVERAGE		<input type="text"/>	TO 1	

G. GETTING YOUR SALES RATIO (SR) (ROUNDED TO 10TH)

1. Add up all your interviews (TC/OT/AC/HV)
 2. Add up the contracts you wrote for the month.
 3. Divide the total number of interviews by the total number of contracts written
 EXAMPLE: $\frac{65 \text{ INTVWS HELD}}{6 \text{ CONTRACTS}} = \text{CR OF } 10.1 : 1$
 THIS IS YOUR SR. ENTER IT ON LINE D OF YOUR OBJECTIVES SHEET. (ALWAYS ROUND UP)

	_____ +	_____ +	_____ =	_____
	_____ +	_____ +	_____ =	_____
	_____ =	_____ =	_____ =	_____
3 MO SR:		<input type="text"/>	TO 1	