

I. ANALYSIS FOR THE MONTHS OF _____

A. Standards of Effectiveness (SOE)

- 1. Telephone Canvassing _____
- 2. Office Traffic _____
- 3. Area Canvassing _____
- 4. Home Visits _____

B. Business Percentage (BP)

- 1. Telephone Canvassing _____
- 2. Office Traffic _____
- 3. Area Canvassing _____
- 4. Home Visits _____

C. Closing Ratio (CR) _____

D. Sales Ratio (SR) _____

II OBJECTIVES FOR THE MONTH OF _____

A. Interview Objectives (IO)

$$\frac{\text{SR} \times \text{New Contract Goal}}{\text{Mo}} = \frac{\text{Mo}}{\text{Week}}$$

B. New Working Applicant Objective (AO)

$$\frac{\text{IO}}{\text{CR}} = \frac{\text{Mo}}{\text{Week}}$$

C. Activity Objectives

$$\text{TC: } \frac{\text{IO/Mo} \times \text{SOE} \times \text{BP}}{\text{MO}} = \frac{\text{MO}}{\text{Week}}$$

$$\text{OT: } \frac{\text{IO} \times \text{SOE}}{\text{MO}} = \frac{\text{MO}}{\text{Week}}$$

$$\text{AC: } \frac{\text{IO} \times \text{BP}}{\text{MO}} = \frac{\text{MO}}{\text{Week}}$$

$$\text{HV: } \frac{\text{IO} \times \text{SOE}}{\text{MO}} = \frac{\text{MO}}{\text{Week}}$$

D. Contract Objective = $\frac{\text{New Contract Goal for Month}}{\text{MO}}$