

# The Magic of Classes

3 Skin Care Classes		vs.	3 Facial Per Week	
<b>Customers:</b>				
3 classes x 3 people = 9 new customers/week			3 facials x 1 person = 3 new customers/week	
9 customers = 36 new customers/month			3 customers = 12 new customers/week	
36 customers = 432 new customers/year			12 customers = 144 new customers/year	
<b>Money:</b>				
\$200 low average skin care class sales			\$75 average facial sales	
3 classes x \$200 = \$600 sales/week			3 facials x \$75 = \$225 sales/week	
\$600/week = \$2400/month = \$1200 profit/month			\$225/week = \$900/month = \$450 profit/month	
\$14,400 sales profit/year			\$5,400 sales profit/year	
<b>Reorders:</b>				
Average \$30 reorder every 3 months			Average \$30 reorder every 3 months	
Every customer orders \$120 per year			Every customer orders \$120 per year	
432 customers x \$120 = \$51,840 = \$25,920 reorder profit/year			144 customers x \$120 = \$17,280 = \$8,640 reorder profit/year	
<b>Recruits:</b>				
432 new customers per year			144 new customers per year	
Share opportunity with half = 216 interviews			Share opportunity with half = 72 interviews	
Recruiting rate of 1:5 = 42 new recruits/year			Recruiting rate of 1:5 = 14 new recruits/year	
<b>The difference is ...</b>				
432 new customers/year		vs.	144 new customers/year	
\$14,400 sales profit/year		vs.	\$5,400 sales profit/year	
\$25,920 reorder profit/year		vs.	\$8,640 reorder profit/year	
42 new recruits/year		vs.	29 new recruits/year	
<b>By holding facials instead of classes, you are leaving over \$26,000 profit plus commissions on the table!!!</b>				