

Plan your sales gap worksheet

This worksheet will help you plan your state of sales as restrictions are eased after Coronavirus. At the end of this process you will understand the gap between the expected revenues of your main clients compared to the same time in 2019.

1. Download the key client monthly spend projections spreadsheet that is uploaded with this worksheet
2. Make a list of your key clients. You may know this automatically. If not, generate a list of clients by descending order of turnover. Your accounts software should generate this automatically for you. Your key clients will quickly appear. You will probably find around 80% of your revenue comes from 20% of your clients. It is this 20% that you should concentrate on
3. Make a copy of rows 1-6 on the spreadsheet for each key client
4. For each key client, enter down the actual revenues you achieved for the months of June through December on row 2. Again, your accounts software should generate this quickly for you.
5. Contact each of your key clients to find out what their print spends might be over the next few months. Use the Coronavirus call script that we have given you
6. You will be surprised that many clients can often give you quite an accurate estimate of their estimated spends for the next few months. Naturally, this is a lot harder in the uncharted times. However, many of your clients will be trying to carry out some basic financial planning right now: they may actually be looking at their print spends a lot more closely than normal
7. For each key client, enter down their projected spends for the months of June through December on row 3
8. The spreadsheet will automatically generate the monthly change in spend on line 4
9. When you add up the changes in monthly spend for all your key clients you start to gain a picture of how your historical business will change
10. You can use rows 5 and 6 to monitor the variation between projected and actual revenues

When you have completed this exercise, you now have a solid basis to start planning your business going forward. In the following webinars we will be exploring opportunities to offer new products and services in particular markets. These case studies will also give you inspiration on how to approach other sectors where you are active. We will also touch on what you can do to restructure your business if this is necessary.