

# STRATEGIC LEAD PURCHASING

	 Option 1	 Option 2	 Option 3			
<b>Month 1</b>	<b>30 B1 5 CI</b>	<b>20 B1 5 RR</b>	<b>55 B2 5 CI</b>	<b>30 B2 5 RR</b>	<b>70 B3 5 CI</b>	<b>40 B3 5 RR</b>
Cost:	\$373	\$399	\$387	\$368	\$374	\$373
Avg. APV:	\$3,961	\$3,426	\$3,409	\$3,676	\$4,766	\$4,525
Est. Income on 80% Contract:	<b>\$3,168</b>	<b>\$2,741</b>	<b>\$2,727</b>	<b>\$2,941</b>	<b>\$3,813</b>	<b>\$3,620</b>
<b>Month 2</b>	<b>30 B1 15 CI</b>	<b>15 B1 10 RR</b>	<b>50 B2 15 CI</b>	<b>25 B2 10 RR</b>	<b>70 B3 15 CI</b>	<b>30 B3 10 RR</b>
Cost:	\$562	\$564	\$541	\$554	\$563	\$545
Avg. APV:	\$5,092	\$5,543	\$4,282	\$5,543	\$5,897	\$6,050
Est. Income on 80% Contract:	<b>\$4,074</b>	<b>\$4,180</b>	<b>\$3,426</b>	<b>\$4,434</b>	<b>\$4,718</b>	<b>\$4,840</b>
<b>Month 3</b>	<b>20 B1 30 CI</b>	<b>10 B1 15 RR</b>	<b>40 B2 30 CI</b>	<b>20 B2 15 RR</b>	<b>30 CI 50 B3</b>	<b>30 B3 15 RR</b>
Cost:	\$752	\$731	\$773	\$741	\$766	\$758
Avg. APV:	\$5,658	\$7,025	\$5,463	\$7,409	\$6,395	\$8,175
Est. Income on 80% Contract:	<b>\$4,526</b>	<b>\$5,620</b>	<b>\$4,370</b>	<b>\$5,927</b>	<b>\$5,116</b>	<b>\$6,540</b>

## Best Practices:

- Use ninja dialer to increase your speed and efficiency.
- Average 300-400 dials within a 48-hour time period.
- Stay consistent with lead types to establish where training is needed.
- Join dial teams throughout the week to get hands-on help when you need it most.