

CUSTOMER VALUE CALCULATOR

Find out for yourself just how much money each of your customers is worth to you. Use this worksheet to calculate your customers' merit.

CALCULATING THE LIFETIME VALUE OF A CUSTOMER TO YOUR BUSINESS.	
	Your Estimate
1. Average sale per customer per month	
2. Number of sales per year per customer	
3. Number of years customer buys from you	
4. Number of referrals from customer	
5. % of referrals that become customers	
6. Lifetime Value before referrals = Calculation: Gross Sales per year per customer (1x2) X Number of years customers buy from you (3) =	
7. Lifetime Value of Referrals = Calculation: Referrals who become customers (4x5) X Lifetime Value before Referrals (6) =	
Total Lifetime Value of a Customer (6+7)	