

**Strategic Planning Day Q2 2020**

**Session #2**

**Financial Projections**

1. **What were your results in Q1**
2. What was your projected revenue for Q1 2020 = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. What was your actual revenue for Q1 2020 = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. What is the gap between projected and actual = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. What was the revenue per product/services (if you have more than one revenue streams) in Q1
	1. Product / Service #1 = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	2. Product / Service #2 = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	3. Product / Service #3 = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. How many clients did you have in Q1 = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. What was the average revenue per client in Q1 = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*\*If you have the information on your revenue of Q1 in 2019, it is interesting to see the evolution in % of growth*



**B. What are your Revenue Goals for 2020**

1. What were my 2020 Revenue Goal in January 2020 = \_\_\_\_\_\_\_\_\_\_\_\_
2. Do I need to readjust this number based on the new situation = \_\_\_\_
3. Is my Q1 Revenue matching 25% of my 2020 revenue goals?= \_\_\_\_
	1. If yes = \_\_\_\_
	2. If no, what percentage = \_\_\_\_
4. What is the revenue I can expect in Q2?
	1. If your business is directly touched by the crisis = \_\_\_\_\_\_\_
	2. If your business is NOT directly touched by the crisis = \_\_\_\_\_\_\_
	3. Evaluate a potential number of clients = \_\_\_\_\_\_\_\_
	4. Multiply by the average revenue per client = \_\_\_\_\_\_\_\_

5. What is the revenue you will need in Q3 and Q4 to reach your New Revenue Goal

Q3 = \_\_\_\_\_\_\_\_\_

Q4 = \_\_\_\_\_\_\_\_\_

*\*If you have information on 2019 revenues per Quarter it could be interesting to check the projections according to those numbers*



**C. What do I need to prepare in my in order to be reach my Revenue Goals:**

* Offering = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Strategy= \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Systems= \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Hiring= \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Marketing= \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**D. What do I need to invest to get this revenue?**

* Marketing = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Advertising = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Outsourcing = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Team members = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Tools = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Experts = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Others = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

You need to calculate the investment needed to reach this level of revenue



**E. Where do I need to invest my Marketing efforts**

* Returning clients = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Sales Process = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Lead Nurturing = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Social Media = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Lead Generation = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Others = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_