



# YOUR KNOWN & UNKNOWN NUMBERS

YOUR NUMBERS FOR: *An Upcoming trade show outside our existing sales market*

KNOWN numbers might be how much you spend or your sales at previous trade shows, highlighting popular and unpopular products. UNKNOWN numbers might be related to upcoming events, sales strategies or advertising campaigns.

Turning your UNKNOWNs to KNOWN will help you devise a plan and troubleshoot challenges on your path to success.

Write out your questions. Decide why the answers will help you make good choices and better decisions. Use this template to document today's known and unknown numbers to Answer tomorrow's Questions

KNOWN	#	UNKNOWN	Est.
Monthly Spend (USD)	\$9,000	Advertising spend for trade show	5k
Avg Revenue/Month (USD)	\$27,275	Items regularly abandoned in cart checkout	??
Customers who made online purchases last week	1,152	All in cost for this year's trade Show in Berlin	15K
Cost of last year's trade show in NYC	\$7,459.56	Items regularly abandoned by European customers	??
Marketing budget	\$1,500	Online purchases originating outside N. America	??

## CONCLUSIONS:

Budget items are well known, but we need to better understand lost sales and projected costs for upcoming trade show.

Previously attended tradeshow did not require advertising or marketing because they were in existing N. American markets. Berlin is a new market.

## NEXT STEPS:

Design new international sales strategy to test at Berlin trade show in 6 months.

