

	<b>Revenue + Leads - One Quarter</b>				
	<b>Great Rep</b>	<b>Good Rep</b>	<b>Poor Rep</b>		
List Price	\$12,000	\$12,000	\$12,000		
Leads	50	50	50		
Deal Size (% of Average)	140%	100%	70%		
Discount (% of List)	90%	80%	66%		
Close Rate	<u>25%</u>	<u>15%</u>	<u>8%</u>		
<b>Revenue Production:</b>	\$189,000	\$72,000	\$20,790		
	Great Rep = 9.1x of Poor Rep				
	Great Rep = 2.6x of Good Rep				
From: <a href="https://www.saastr.com/why-a-great-rep-can-close-9x-of-a-poor-rep-and-even-2-5x-more-than-a-good-rep/">https://www.saastr.com/why-a-great-rep-can-close-9x-of-a-poor-rep-and-even-2-5x-more-than-a-good-rep/</a>					