



Pargas Practice Consulting

NUMBERS YOU NEED TO KNOW TO PROPERLY RUN YOUR PRACTICE

- REVENUE GOAL
- MARKETING BUDGET
- PAYROLL BUDGET
- ROI FOR EVERY MARKETING VENTURE
- ROI FOR EVERY PROCEDURE YOU OFFER
- ROI FOR EVERY PIECE OF TECHNOLOGY YOU HAVE
- WHAT IS YOUR SHOW RATE
- WHAT IS YOUR CLOSE RATE
- WHAT IS YOUR CANCEL RATE
- WHAT IS MY FINANCING APPROVAL RATING
- PRICE POINT... HOW DO I KNOW WHAT TO CHARGE
- WHAT IS MY WEBSITE POSITION