

To: jeevacation@gmail.com[jeevacation@gmail.com]
From: [REDACTED]
Sent: Thur 10/8/2009 3:55:53 PM
Subject: Conversion

Jeffrey

Here is the conversion table for the NYC office which serves as a Flagship model. With additional funding we can put the back office technology in place and expand the model and open up more of our own Friendly PC offices in addition to the Master License offices and License offices.

Please review and lets discuss

Best

NYC Model Results

	August&September		Notes
Leads	398		
Appointments			Will have Increased contacts once call center staffing completed and Automated Dialer in place-One Week
	77	19%	
No Show	30	39%	New Finance Program will increase surgeries
Consults	47	61%	Starting to convert August Consults to surgery
Surgery	10	13%	Conversion time from leads to surgery 45-90 days
Procedure Money Collected	\$ 50,000.00		Outbound call center staffing up
Friendly PC Model 54%	\$ 27,000.00		All conversion numbers will improve with time
Collection per Lead	\$ 67.84	27%	Personal Image Consultant (PIC) starting next week and will increase conversions
Cost per Lead	\$ 18.00		
Gross Profit	\$ 49.84		
MER	3.77		

Sincerely,

Steven Victor, M.D.

VICTOR DERMATOLOGY AND REJUVENATION
VICTOR PRODUCTS INC



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