

Know The Score: Customer Lifetime Value Calculator

Football
Edition



Introduction

How to Use

Lifetime Calculator



Hey!

Understanding the lifetime value of your customers is key to increasing revenue at your football academy.

So how do you calculate this?

That's where our handy lifetime value calculator comes in. With our easy-to-use tool, you can unlock the potential income of every parent at your football academy.

Did you know: Retaining customers costs less than acquiring new ones - on average acquiring new customers costs up to 5x more!

So what are you waiting for? Read on to start using our useful lifetime value tool today!

Here's how to **calculate** **how much money** parents could bring to your **football academy!**

1 **Class Revenue:**

Take the number of classes a child attends per year & multiply this by the price you charge for classes.

2 **Additional Revenue Streams:**

Add on any additional revenue streams coming into your club to get the total revenue.

3 **Lifetime Value of Customer:**

Multiply total revenue by the number of years (on average) a customer spends at your club.

Now you have the lifetime value for this customer!

See how we can help
you achieve your
business goals today!
Show Me!

Class Revenue:

Number of Classes

x

Price of Classes (£)

Additional Revenue Streams:

Merchandise

Uniform

Camps

Birthday Parties

Events

1:2:1 Tuition

Other

Other

Other

Other

Lifetime Value of Customer:

Total Revenue

x

Years at Club

Totals

Total Class Revenue

Total Additional

Total Revenue

Total Lifetime Value

Ready to See What Our Football Academy Registration Software Can Do For You?

Come and chat with one of our business coaches today - they'd love to hear from you!

Show Me!

HERE IT FROM OUR CUSTOMERS!



“ClassForKids are really supportive! We were able to set up our system in the space of a short zoom call and start taking books the very next day. It's simple and doesn't take long at all!”

- Josh, 1st Touch Football