Maly Marketing

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Lifetime Value Worksheet

Direction: Fill in the numerical data and the sheet will calculate the results.

LIFETIME VALUE

Average Sale Value:	$ 435.00
multiplied by	
Average # of Purchases per Year:	1.00
multiplied by	
Average # of Years as Customer/Client:	6.00
equals	
Lifetime Value of Customer/Client:	$ 2,610.00

NOTES

Notes

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