

How Does Revenue Grow?

Unpacking "Service Provider Fees" From CashFlow Projection



Overview of Early Development:

When a Client makes a Request for Service, it is unlikely there is a well-matched Service Provider already registered in ClientPlaza in that Mini-Market. (Mini-Market example: Auto Repair in Tuscaloosa)

So ClientPlaza staff immediately reaches out to, and registers, an appropriate Service Provider in that Mini-Market. That Service Provider then serves the Client.

As Mini-Markets fill with Service Providers, ClientPlaza concentrates marketing and advertising to Clients in those Mini-Markets.

As our marketing and word-of-mouth develop more clients, more Requests for Service are generated in Mini-Markets without appropriate Service Providers.

Therefore, as ClientPlaza usage grows, more sales calls are required to register Service Providers.

That means ClientPlaza requires a growing number of Sales Staff, while ensuring labor costs do not outgrow revenue.

After some time, as ClientPlaza matures and Mini-Markets fill with Service Providers, fewer sales calls will be required.

Two complementary processes combine to develop more Service Providers:

- 1) Sales calls
- 2) Organic / spontaneous registrations by Service Providers

A Service Provider who signs up, stays signed up – so the number of Service Providers grows each month.