**2015 SEASON GOALS & OUTLOOK Recap**

**http://www.ted.com/talks/rita\_pierson\_every\_kid\_needs\_a\_champion**

1. To professionally represent Sonlight to the homeschool public by way of convention events.

 a. New booth design/format – consultative lead generation vs. sales

 b. Customized product kits and display materials

2. To promote Sonlight’s 25th anniversary … highlighting our longevity and experience as the original literature-based homeschool curriculum company.

 a. Provision of convention decoration and swag

 b. Anniversary message and credibility of brand (competitively)

3. To prioritize leads for new customers while still supporting existing customers.

 a. Booth consultation areas

 b. Refined approach to returning customers

4. Focus more effectively on the value of the Sonlight program as a resource to assist parents in creating a legacy of relationships with their students.

 a. Transition our message to be more about relationships, education, and outcomes vs. product and process

 b. Emphasize message to be more about value of family impact and benefits vs. features and price

5. Generate qualified prospect leads which ultimately result in a 12% conversion rate (prospect to new customer) and an average new customer sale of $500.

 a. Surpass quantity of leads over last year