

## Outbound Excellence's 2011 Coaching & Development Reports



Our Profitable  
**SALES GROWTH SYSTEM**

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Secret To Our Success

Our Systematic Approach

Introduction to Sales Organization Development

How We Improve Profitable Sales Growth

First Solution "Free"



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## Account Management Benchmarks

Avg Sales Per Account Per Month	Samuel Keaton ESTJ	David Alan ESTJ	Gloria Jean ESTJ	Karly Nicole ISFP	Rob Ambers ISFJ	Ron Calvin ISTJ
\$ 15,000			1		1	
\$ 14,000						
\$ 13,000						
\$ 12,000				1		
\$ 11,000			1			
\$ 10,000						
\$ 9,000						
\$ 8,000						
\$ 7,000						1
\$ 6,000	1					
\$ 5,000			2		1	
\$ 4,000		1	1	1	2	
\$ 3,000		1	1	2	1	
\$ 2,000	2	3	1	2	4	1
\$ 1,000	4	7	5	3	2	5
\$ 750	2	4	5	2	6	3
\$ 500	9	10	7	3	7	13
\$ 250	16	9	18	8	12	8
\$ 100	13	26	13	11	28	15
<b>Less Than \$100 per Month</b>	<b>34</b>	<b>35</b>	<b>38</b>	<b>35</b>	<b>36</b>	<b>46</b>
<b>Total # of Buying Accounts</b>	<b>Samuel</b> 81	<b>David</b> 96	<b>Gloria</b> 93	<b>Karly</b> 68	<b>Rob</b> 100	<b>Ron</b> 92
<b>Average # of Buying Accounts per Month</b>	<b>Samuel</b> 22	<b>David</b> 33	<b>Gloria</b> 30	<b>Karly</b> 18	<b>Rob</b> 36	<b>Ron</b> 24
<b>Average Monthly Sales Per Buying Account</b>	<b>Samuel</b> \$ 1,143	<b>David</b> \$ 1,440	<b>Gloria</b> \$ 2,387	<b>Karly</b> \$ 2,156	<b>Rob</b> \$ 1,511	<b>Ron</b> \$ 1,435
<b>Total # of New Accounts in 2007</b>	<b>Samuel</b> 22	<b>David</b> 16	<b>Gloria</b> 25	<b>Karly</b> 8	<b>Rob</b> 16	<b>Ron</b> 6
<b>Type of Service</b>	<b>Samuel</b>	<b>David</b>	<b>Gloria</b>	<b>Karly</b>	<b>Rob</b>	<b>Ron</b>
Contract	7	5	9	3	4	2
List Price Flat Rate	58	38	31	16	33	12
Single Flat Rate	10	45	43	47	53	78
Coupon	1	3	4	0	8	0
Combination	5	5	6	2	2	0
<b>Quota Performance</b>	<b>Samuel</b> \$110,638	<b>David</b> \$73,422	<b>Gloria</b> \$159,815	<b>Karly</b> (\$75,432)	<b>Rob</b> \$56,092	<b>Ron</b> (\$16,549)

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## Sales & KSI Performance - YTD & MTD

	Karly Nicole	Denny Dratsen	Samuel Keaton	Rob Jensen	Joe Williams	Danny Green	Candie Stewart	Joe Jacobs	Perry Wright	Kay Raymond
Jan-07	\$ 24,511	\$ 65,438	\$ 23,915	\$ 61,372	\$ 42,663	\$ 27,626	\$ 11,875	\$ 6,636	\$ 8,397	\$ -
Feb-07	\$ 12,468	\$ 44,134	\$ 21,578	\$ 58,279	\$ 41,464	\$ 29,910	\$ 21,105	\$ 8,436	\$ 121,345	\$ 250
Mar-07	\$ 26,765	\$ 65,548	\$ 23,895	\$ 51,569	\$ 45,776	\$ 43,269	\$ 16,515	\$ 10,516	\$ 25,182	\$ 1,668
Apr-07	\$ 38,997	\$ 71,669	\$ 22,253	\$ 54,426	\$ 40,389	\$ 34,738	\$ 10,980	\$ 12,654	\$ 12,591	\$ 2,666
May-07	\$ 35,003	\$ 51,077	\$ 25,684	\$ 51,344	\$ 45,274	\$ 34,045	\$ 13,220	\$ 25,233	\$ 19,282	\$ 4,876
Jun-07	\$ 21,684	\$ 54,072	\$ 26,957	\$ 58,885	\$ 47,506	\$ 30,445	\$ 11,448	\$ 16,950	\$ 19,598	\$ 7,500
Jul-07	\$ 44,656	\$ 69,144	\$ 28,675	\$ 57,778	\$ 46,998	\$ 31,874	\$ 15,675	\$ 16,454	\$ 11,542	\$ 12,598
Aug-07	\$ 25,136	\$ 51,816	\$ 21,216	\$ 76,898	\$ 42,909	\$ 37,446	\$ 11,898	\$ 19,384	\$ 24,495	\$ 14,650
Sep-07	\$ 34,915	\$ 63,389	\$ 27,421	\$ 68,836	\$ 28,668	\$ 34,856	\$ 11,313	\$ 10,221	\$ 32,132	\$ 10,998
Oct-07	\$ 36,469	\$ 61,863	\$ 29,453	\$ 60,027	\$ 25,078	\$ 33,804	\$ 12,746	\$ 15,600	\$ 20,340	\$ 12,405
Nov-07	\$ 33,067	\$ 67,617	\$ 26,778	\$ 60,682	\$ 24,987	\$ 31,900	\$ 14,100	\$ 19,495	\$ 9,371	\$ 21,810
Dec-07	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

YTD Sales	Karly Nicole	Denny Dratsen	Samuel Keaton	Rob Jensen	Joe Williams	Danny Green	Candie Stewart	Joe Jacobs	Perry Wright	Kay Raymond
Actual	\$ 333,671	\$ 665,767	\$ 277,825	\$ 660,096	\$ 431,712	\$ 369,913	\$ 150,875	\$ 161,579	\$ 304,275	\$ 89,421
Budget	\$ 320,833	\$ 664,583	\$ 275,000	\$ 687,500	\$ 366,667	\$ 366,667	\$ 137,500	\$ 137,500	\$ 366,667	\$ 91,667
Delta	\$ 12,838	\$ 1,184	\$ 2,825	\$ (27,404)	\$ 65,045	\$ 3,246	\$ 13,375	\$ 24,079	\$ (62,392)	\$ (2,246)
% Short	4%	0%	1%	-4%	18%	1%	10%	18%	-17%	-2%

Daily Sales	Karly Nicole	Denny Dratsen	Samuel Keaton	Rob Jensen	Joe Williams	Danny Green	Candie Stewart	Joe Jacobs	Perry Wright	Kay Raymond
Actual	\$ 1,451	\$ 2,895	\$ 1,208	\$ 2,870	\$ 1,877	\$ 1,608	\$ 656	\$ 703	\$ 1,323	\$ 389
Budget	\$ 1,395	\$ 2,889	\$ 1,196	\$ 2,989	\$ 1,594	\$ 1,594	\$ 598	\$ 598	\$ 1,594	\$ 399
Delta	\$ 56	\$ 5	\$ 12	\$ (119)	\$ 283	\$ 14	\$ 58	\$ 105	\$ (271)	\$ (10)
Delta %	4%	0%	1%	-4%	18%	1%	10%	18%	-17%	-2%

Talk Time	Karly Nicole	Denny Dratsen	Samuel Keaton	Rob Jensen	Joe Williams	Danny Green	Candie Stewart	Joe Jacobs	Perry Wright	Kay Raymond
Oct-07	1,218	1,355	1,288	1,492	1,536	1,522	1,711	2,291	821	2,167
Daily	58	65	61	71	73	72	81	109	39	103

Lead Checks	Karly Nicole	Denny Dratsen	Samuel Keaton	Rob Jensen	Joe Williams	Danny Green	Candie Stewart	Joe Jacobs	Perry Wright	Kay Raymond
Oct-07	62	52	48	31	80	46	72	120	21	13

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## Active Customer - Gain / Loss Analysis

	Sales Reps. Over 90%	Sales Reps. Under 90%	Sales Reps. Totals
# of Active Accounts	458	305	763
# of Sales Reps	14	17	31
Average # of Active Accounts Per Sales Rep	32.7	17.9	24.6
<b>2007 Revenue from All Active Accounts</b>	<b>\$ 3,686,536</b>	<b>\$ 1,822,952</b>	<b>\$ 5,509,488</b>
# of Sales Reps	14	17	31
Average Revenue of Active Accounts Per Sales Rep	\$ 263,324	\$ 107,232	\$ 177,725
<b># of Accounts with Increasing Revenue</b>	<b>354</b>	<b>211</b>	<b>565</b>
# of Sales Reps	14	17	31
Average # of Accounts with Increasing Revenue / Rep.	25.3	12.4	18.2
<b>2007 Revenue from all Increasing Accounts</b>	<b>\$ 1,564,926</b>	<b>\$ 743,622</b>	<b>\$ 2,308,548</b>
# of Sales Reps	14	17	31
Average Revenue Gain From Increasing Accounts / Rep.	\$ 111,780	\$ 43,742	\$ 74,469
<b># of Accounts with Declining Revenue</b>	<b>430</b>	<b>308</b>	<b>738</b>
# of Sales Reps	14	17	31
Average # of Accounts with Decreasing Revenue / Rep.	30.7	18.1	23.8
<b>2007 Revenue Loss From Declining Revenue Accounts</b>	<b>\$ (1,001,341)</b>	<b>\$ (1,329,288)</b>	<b>\$ (2,330,629)</b>
# of Sales Reps	14	17	31
Average Revenue Loss From Decreasing Accounts / Rep.	\$ (71,524)	\$ (78,193)	\$ (75,182)
<b>New Accounts in 2007 - #</b>	<b>128</b>	<b>62</b>	<b>190</b>
<b>2007 Revenue From New Customers</b>	<b>\$ 400,982</b>	<b>\$ 192,815</b>	<b>\$ 593,797</b>
<b>Lost Accounts in 2007 - #</b>	<b>261</b>	<b>157</b>	<b>418</b>
<b>2007 Revenue Lost From Inactive Customers</b>	<b>\$ (282,267)</b>	<b>\$ (284,053)</b>	<b>\$ (566,320)</b>

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## Top Customer - Overdue Buyers Report

Company Name	Initial Purchase	Buying Cycle	# of Inv.	Last Activity	Days Overdue	% Overdue	AE	City	State	Contact Name	Telephone #
Evervest	141.00	14.10	10	113	99	701%	WJ	Bethesda	MD	TT	231-345-2333
PowerMite	180.00	13.85	13	110	96	694%	ZZ	Milwaukee	WI	CC	351-246-7896
Brown Mfg	220	14	16	60	46	15%	LS	Scottsdale	AZ	WW	453-475-8778
ATC	171.00	21.38	8	62	41	190%	DK	Birmingham	AL	KK	337-987-5543
Baker	219.00	27.38	8	67	40	145%	ZZ	S. Texarkana	TX	JR	220-544-7668
Switchers	240.00	24.00	10	56	32	133%	LS	Tempe	AZ	RR	231-345-2334
Trailz	150.00	18.75	8	41	22	119%	LS	Scottsdale	AZ	JJ	351-246-7897
Hansenz	270.00	20.77	13	42	21	102%	AJ	Monterey	NL Mexico	II	453-475-8779
Poppers	230.00	28.75	8	48	19	67%	DK	Casper	WY	MT	337-987-5544
MN Brite	220.00	16.92	13	33	16	95%	DK	Edgewater	NJ	II	220-544-7669
UTEX	213.00	26.63	8	42	15	58%	AJ	Franklin	WI	LL	231-345-2335
Bryer	218.00	27.25	8	42	15	54%	WJ	Phoenix	AZ	HH	351-246-7898
LogiTex	219.00	9.95	22	24	14	141%	WJ	Aliso Viejo	CA	NW	453-475-8780
iTicketZ	200.00	9.52	21	23	13	142%	AJ	Owatonna	MN	OR	337-987-5545
Harkins	48.00	4.80	10	17	12	254%	AJ	Hudson	NH	J	220-544-7670
Westward Dist	189.00	17.18	11	26	9	51%	WJ	Milwaukee	WI	OH	231-345-2336
Testers	220	22	10	30	8	36%	KW	Scottsdale	AZ	CC	351-246-7899
RR Winward	216.00	27.00	8	33	6	22%	AJ	Las Vegas	NV	JU	453-475-8781
Able Tek	171.00	10.06	17	16	6	59%	AJ	Palm Harbor	FL	CM	337-987-5546
TruLogic	100.00	16.67	6	21	4	26%	DK	Ocala	FL	PP	220-544-7671
Betters	222	22	10	26	4	17%	ZZ	Raleigh	NC	P	231-345-2337
Frame Works	213.00	26.63	8	30	3	13%	AJ	Boulder	CO	NM	351-246-7900
Farnex	217.00	12.76	17	16	3	25%	KW	Tempe	AZ	RC	453-475-8782
Mobility Prod	220	12	19	14	2	21%	GG	Poway	CA	TO	337-987-5547
CareComm	213.00	7.89	27	9	1	14%	LS	Tempe	AZ	WR	220-544-7672
Company 32	217.00	27.13	8	28	1	3%	ZZ	Las Vegas	NV	PP	231-345-2338
Company 31	104.00	13.00	8	13	-	0%	KW	Monticello	MN	OO	
GTX	220.00	7.86	28	6	(2)	-24%	DK	San Francisco	CA	WG	
Simplez	226.00	13.29	17	9	(4)	-32%	ZZ	Phoenix	AZ	MP	
Company 44	145.00	20.71	7	16	(5)	-23%	WJ	Charlotte	NC	CC	
Johnson's	190.00	11.88	16	7	(5)	-41%	WJ	Indianapolis	IN	EE	

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## Last Account Activity - Report

CustomerName	PhNum	DateEst	LastAct	Year 2006	Year 2007	2007 vs 2006
Othello	(954) 384-5560	2/18/2006	12/31/2007	\$ 1,250	\$ 7,500	\$ 6,250
Jameson Inc	(941) 774-5145	7/13/2006	12/30/2007	\$ 1,350	\$ 6,500	\$ 5,150
Fosters	(367) 798-3653	9/12/2005	12/19/2007	\$ 2,770	\$ 12,550	\$ 9,780
ADM	365-294-8765	3/28/2005	12/8/2007	\$ 5,200	\$ 6,500	\$ 1,300
Verigal	(800) 228-4808	9/29/2005	11/14/2007	\$ 3,800	\$ 6,200	\$ 2,400
Advanced Systems	289-705-9878	8/6/2001	11/5/2007	\$ 10,200	\$ 8,300	\$ (1,900)
CoreTec	(631) 391-1300	6/22/2006	11/3/2007	\$ 1,200	\$ 5,245	\$ 4,045
Caseson	(219) 432-3591	10/7/2005	10/19/2007	\$ 6,500	\$ 10,500	\$ 4,000
Seattle Grown	800-479-6832	6/23/2006	10/19/2007	\$ 3,100	\$ 11,200	\$ 8,100
Zipper	800-574-6567	7/13/2006	10/19/2007	\$ 2,050	\$ 7,800	\$ 5,750
Norcroft	(847) 634-7900	12/20/2005	10/13/2007	\$ 850	\$ 1,850	\$ 1,000
Eckards	(361) 798-3651	11/8/2006	10/8/2007	\$ 250	\$ 7,500	\$ 7,250
Machine bay	(602) 269-6225	1/21/2007	9/15/2007	\$ -	\$ 2,250	\$ 2,250
Kerwood	(409) 835-3818	2/20/2007	9/10/2007	\$ -	\$ 2,200	\$ 2,200
Waxman	800-465-9876	2/14/2007	8/19/2007	\$ -	\$ 1,250	\$ 1,250
Freight Wise	(281) 579-1899	9/22/2006	7/21/2007	\$ 1,200	\$ 2,250	\$ 1,050
Handy Land	(281) 579-1901	6/12/2007	7/14/2007	\$ -	\$ 1,650	\$ 1,650
Langston's	(402) 564-3211	6/14/2005	6/9/2007	\$ 2,100	\$ 3,500	\$ 1,400
AeroMark	(626) 968-8531	3/5/2003	5/31/2007	\$ -	\$ 22,500	\$ 22,500
Rand	(210) 521-3000	2/20/2007	5/3/2007	\$ -	\$ 1,250	\$ 1,250
Gorewood	(281) 579-1900	2/14/2007	4/19/2007	\$ -	\$ 540	\$ 540
Dexatrim	(509) 663-0777	2/21/2006	4/10/2007	\$ 3,850	\$ 8,500	\$ 4,650
Bennard's	(503) 650-4180	11/20/2005	12/16/2006	\$ 12,500	\$ -	\$ (12,500)
Ellwoods	(363) 798-3652	12/28/2005	12/8/2006	\$ 3,850	\$ -	\$ (3,850)
Baxters	252-726-6186	10/12/2005	11/20/2006	\$ 12,850	\$ -	\$ (12,850)
UNC	(501) 235-4210	8/15/2006	10/14/2006	\$ 1,800	\$ -	\$ (1,800)
Wellingtons	800-875-9987	6/12/2005	7/21/2006	\$ 1,250	\$ -	\$ (1,250)
Teakwoods	(901) 365-3539	3/4/2005	3/14/2006	\$ 3,200	\$ -	\$ (3,200)
Distribution USA	(765) 962-7561	4/1/2005	1/17/2006	\$ 32,500	\$ -	\$ (32,500)
<b>Totals</b>				<b>\$ 113,620</b>	<b>\$ 137,535</b>	<b>\$ 23,915</b>
				<b>2006</b>	<b>2007</b>	<b>2007 vs 2006</b>

Date:

# Outbound Excellence Sales Quotes - Tracking Report

Report #:

### Customers

Customer	Cust Type	Quote date	Amount	Rating	Service Type	Term Start	Location	Equipment	Notes
Jameson Mfg	Food Prod.	9/3/2007	\$ 11,760	80%	maint	12/1/2007	Nash	JMXJR2020	do not expect decision before 11/15
InterEx	retail	10/7/2007	\$ 12,690	80%	maint	12/1/2007	Nash	Tel PTC960SL	starting to lean our way. Full Use a factor
Healthy Choices	Food Prod.	10/21/2007	\$ 135,328	70%	maint	12/1/2007	Nash	Int JG2020/1550/6540	may only get part of the deal. InTelliX is being very aggressive. Legacy support is key.
McLane Co.	dist	1029/04	\$ 66,566	80%	maint	12/1/2007	Nash	LS3200ER/VRC6	competing w/ Syn Tex. May just get scanners - 700 plus.
		<b>Total</b>	<b>\$ 226,344</b>						

### Prospects

Customer	Cust Type	Date	Amount	Rating	Service Type	Qty	Location	Equipment	Notes
Speed Fans	retail/C store	11/5/2006	na	100%	flat rate	na	Nash/Phx	Sym/Norber	25 RT11X0's should all ship by month end @ 300.00 ea. Minimum.
HaliMax	energy	8/20/2007	na	70	upgrades/flat rate	na	Nash	Int T2425/T2486	still crunching numbers on the upgrade. Have repaired approx 3200.00 in flat rate this month
Trung Cable	cable	10/29/2007	\$ 2,600	80%	maint	na	Nash	Syn Tex PDT600/LDT3805	may put units under maint.

### Top 5 Active

Customer	Cust Type	Notes
Foot World	retail	Syn Tex LRT3800's - 17 units in house now and have cycled approx 45 units thru in the last 30 days.
Speed Fans	C Store	25 Norber RT11X0's in PHX should all ship in Oct.
Colders	dist	Syn Tex PDT3140's and WC1040's. Just bought two coupon books and sent in about half of them already.
Pullman Mfg	mfg/glass	LKE 2280's. repaired approx 2500.00 this month and have another 2k or so on the way in.
HaliMax	energy	InTelliX T2425's. shipped close to 3200.00 this month. There is another 1 k in house

## Outbound Excellence

### Annual Sales Growth / Outbound Sales Representative

	2005	2006	2007	2008	
				Projected through April	delta 2008 vs 2007
Allana	-	180,414	470,322	710,094	\$ 239,772
David	318,644	318,423	528,258	748,953	\$ 220,695
Manny	125,634	173,317	207,049	415,347	\$ 208,298
Ray	299,876	409,129	413,805	576,132	\$ 162,327
Karly	245,611	404,289	740,231	873,516	\$ 133,285
Perry, Bob	263,564	340,701	478,969	603,726	\$ 124,757
Gloria	181,567	324,419	305,706	405,162	\$ 99,456
Tom	79,623	254,678	329,724	386,550	\$ 56,826
Samuel	28,366	105,876	230,523	273,405	\$ 42,882
Georgie	405,659	425,675	468,383	501,888	\$ 33,505
Mike	68,628	172,878	218,815	245,832	\$ 27,017
Matthew	106,154	96,778	143,685	169,995	\$ 26,310
Gina	135,076	86,996	107,218	129,999	\$ 22,781
Mike	5,418	45,768	53,967	68,850	\$ 14,883
Richard	-	33,797	57,868	61,428	\$ 3,560
Danny	476,805	540,039	915,421	917,250	\$ 1,829
Alan	37,630	64,308	289,373	279,318	\$ (10,055)
Sammy	231,439	261,676	366,265	350,268	\$ (15,997)
Marissa	68,847	67,980	73,082	53,790	\$ (19,292)
Bill	88,058	165,444	68,217	45,792	\$ (22,425)
Tammy	21,197	65,096	98,846	75,891	\$ (22,955)
Kimberly	247,787	217,708	259,639	230,422	\$ (29,217)
Calvin	79,699	93,997	236,832	196,581	\$ (40,251)
Stephen	-	18,117	128,092	69,870	\$ (58,222)
Corey	104,978	138,960	326,835	254,862	\$ (71,973)
Paula	407,304	627,421	784,246	666,447	\$ (117,799)
Jason	429,300	414,892	465,968	339,351	\$ (126,617)
Caudell	71,452	185,670	427,264	278,343	\$ (148,921)
Mary	569,548	704,832	767,507	-	\$ (767,507)
	\$ 5,097,864	\$ 6,939,278	\$ 9,962,110	\$ 9,929,062	\$ (33,048)

# Outbound Excellence

## Reasons For Lost Accounts

<u>CustNo</u>	<u>CustomerName</u>	<u>City</u>	<u>St</u>	<u>DateEst</u>	<u>LastAct</u>	<u>2007 Sales</u>	<u>2006 sales</u>	<u>07 vs 06</u>	
FC1131	Naple Distribution	Renton	WA	4/14/2006	3/24/2007	\$ 1,450	\$ 13,555	\$ (12,105)	we were under bid
GF1140	Northern Pump Systems	Portland	OR	10/7/2005	11/15/2007	\$ -	\$ 7,230	\$ (7,230)	Ray Lacey - Lost
GF1147	Trice & Bay	Portland	OR	4/25/2004	4/27/2007	\$ 650	\$ 6,899	\$ (6,249)	wont return calls
JH928	DeVine Trim	Jackson	TN	9/26/2005	6/7/2007	\$ 750	\$ 4,112	\$ (3,362)	bought out by B & D
GH1031	PRC Services	Beason	WA	6/13/1997	1/25/2007	\$ -	\$ 2,723	\$ (2,723)	new contact + new supplier
GH1030	Imports International	Odessa	TX	2/10/2006	4/14/2007	\$ -	\$ 2,535	\$ (2,535)	customer service problem
GH1032	Qwest Service Center	Eugene	OR	2/20/2006	6/30/2007	\$ 850	\$ 1,694	\$ (844)	closing
JH829	DM Western Products	Tulare	CA	4/15/2006	5/28/2007	\$ (550)	\$ 1,688	\$ (2,238)	equipment gone
JH801	Associated Components	Seattle	WA	5/26/2001	5/11/2007	\$ -	\$ 1,575	\$ (1,575)	closed distribution center
JH804	Boise Corporation	Blythe	SC	11/30/2006	2/7/2007	\$ 250	\$ 1,535	\$ (1,285)	hung up when I asked
GF1145	James International	Houston	TX	6/9/2006	12/7/2007	\$ 250	\$ 1,480	\$ (1,230)	poor service
GF1139	Pace Distribution	Portland	ME	2/5/2004	8/25/2007	\$ -	\$ 1,330	\$ (1,330)	upgraded with new vendor
FC1121	Advanced Banking	Liburn	GA	11/16/2001	4/20/2007	\$ -	\$ 900	\$ (900)	VAR gone
GF1120	Aster Manufacturing	Seattle	WA	4/12/2006	6/9/2007	\$ -	\$ 250	\$ (250)	replaced with new - not us
	<b>Totals</b>					<b>\$ 3,650</b>	<b>\$ 47,505</b>	<b>\$ (43,855)</b>	

## Performance Development

### Company Performance / Results Improvement Strategy

	Quota	11/28/2007	Nov. Run Rate	% of Quota	Variance	October	September	August	July
#Business Days	22	20				20	23	20	22
Net Shipped Sales	\$ 1,057,057	\$ 943,786	\$ 1,038,165	98.2%	\$ (18,892)	\$ 1,012,773	\$ 1,125,810	\$ 1,000,395	\$ 1,133,648
Net Ship Sales / Day	\$ 48,048	\$ 47,189	\$ 47,189	98.2%	\$ (859)	\$ 50,639	\$ 48,948	\$ 50,020	\$ 51,529
Net Margin %	12.00%	11.70%	11.70%	103%	-0.30%	12.10%	12.20%	12.30%	12.40%
Net Margin \$	\$ 126,847	\$ 110,423	\$ 121,465	104%	\$ 5,382	\$ 122,545	\$ 137,349	\$ 123,049	\$ 140,572
Net Margin \$ / Day	\$ 5,766	\$ 5,521	\$ 5,521	104%	\$ 245	\$ 6,127	\$ 5,972	\$ 6,152	\$ 6,390
# Orders	5,873	6,048	6,653	113.3%	780	6,070	6,417	5,351	6,410
Net Shipped Orders / Day	267	302	302	113.3%	35	304	279	268	291
Avg Order Size	\$ 180	\$ 156	\$ 156	86.7%	\$ (24)	\$ 165	\$ 189	\$ 163	\$ 177
Avg Line Items	1.80	1.61	1.61	89.4%	\$ (0.19)	1.77	1.87	1.92	1.78
Cost of Goods %	16.4%	17.0%	17.0%	103.7%	0.6%	15.9%	17.3%	17.7%	16.7%
Freight %	3.0%	2.4%	2.4%	80.0%	0.6%	2.9%	2.9%	3.1%	3.1%
# Acct Execs	92	78	78	84.8%	(14)	78	89	99	99
Sales / Rep / Day	\$ 522	\$ 605	\$ 665	127.4%	\$ 143	\$ 649	\$ 550	\$ 505	\$ 520
# of Active Buyers	7,047	7,318.00	7,983	113.3%	936	8,271.00	7,035.00	6,230.00	6,302
# of Active Buyers / Day	320	366	402	125.5%	82	331	346	308	328
New Customers	2000	2101	2311	115.6%	311	1256	1711	1354	1654
New Customers / Day	91	78	86	95.0%	5	82	85	78	77
Talk Time / Rep	182	180	180	98.9%	(2)	172	163	158	152
Calls / Rep	75	74	74	98.7%	(1)	72	75	73	55
Contest Cash	\$ 20,000	\$ 18,545	\$ 20,400	102.0%	\$ (400)	\$ 19,511	\$ 16,595	\$ 15,920	\$ 16,104

#### Revenue Improvement Objectives

- 1) Prospecting New Business - 2000 New or Reactivated
- 2) Reassignment of all Inactive & Unassigned Accounts
- 3) Special Promotions & Galleys Each Week

- 4) 12 Documented Call Coaches Each Day
- 5) Testing & Use of Results / Values Mandatory
- 6) HEADCOUNT!!!

#### Profit Improvement Objectives

- 1) Training For Add-Ons
- 2) Limit all promotions to COGs % @ budget

- 3) Increase Shipping & Handling by 5%
- 4) Chargeback to Sales Associate all Free Freight