



# Sales Productivity Screen

The Sales Productivity Screen provides sales reps the specific direction necessary to make a substantial impact on their sales performance.

Acumen Executive Dashboard

Company: 10 Acumen Test Company

Base Year: 2008 Calendar Cust Type

Month: ALL

Territory: <ALL> Prod Category: <ALL> Sales Manager: <ALL> Sales Rep Out: <ALL>

slmgr	Base Year	%	Qty	Total Customers	%	Previous Year	%	Qty	Variance
Sales of Customers That Purchased More Than Last Year	\$18,692,914.74	33.633	22,458,052.00	959	37.795	\$10,957,586.84	14.276	15,839,531.00	\$7,735,327.90
Sales of Customers That Purchased Less Than Last Year	\$33,552,189.25	60.369	46,268,363.50	1186	46.729	\$65,792,764.07	85.723	101,613,205.6	-\$32,240,574.82
New Customers Sales	\$3,332,985.03	5.9963	3,800,493.00	393	15.484	\$ .00	0	.00	\$3,332,985.03
Total Sales Dollars	\$55,578,089.02	100.00	72,526,908.50	2538	100.00	\$76,750,350.91	100.00	117,452,736.6	-\$21,172,261.89

Base Year Comparison Graphs: Value Percentage Previous Year Comparison Graphs: Value Percentage

Customers Comparison Graphs: #Customers Sales Dollars Cust Type Sales Rep Prod Cat Territory

Refresh

Click to view a breakdown of the total number of customers, including the number of customers that purchased more than the previous year, the number of customers who purchased less than the previous year and the number of new customers.

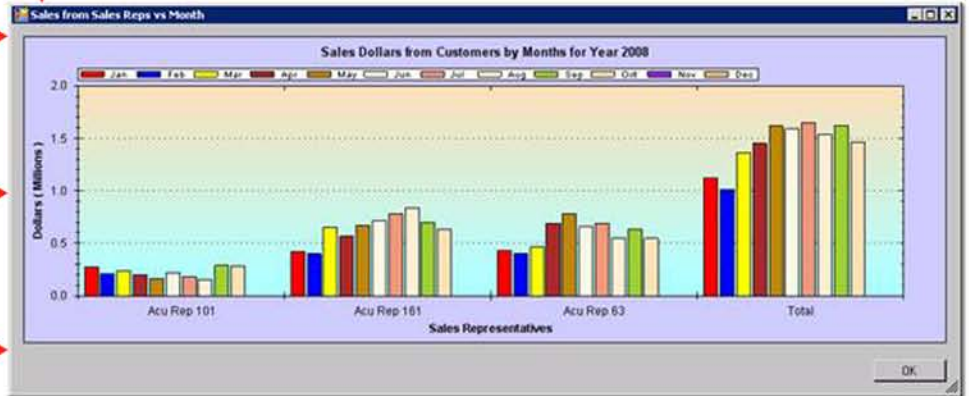


Let's view a quick month-to-month comparison of three of our sales reps. Below, I can see that Sales Rep 101 is not performing as well as the other two reps.

Click to compare sales reps' performance month-to-month.

Can I quickly show Sales Rep 101 where he can improve?

How can I help Sales Rep 101 perform better and increase sales?





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Acumen Executive Dashboard

Company: Acumen Test Company

Base Year: 2008, Month: ALL, Cust Type: ALL

Territory: ALL, Prod Category: ALL, Sales Manager: ALL, Sales Rep Out: ALL

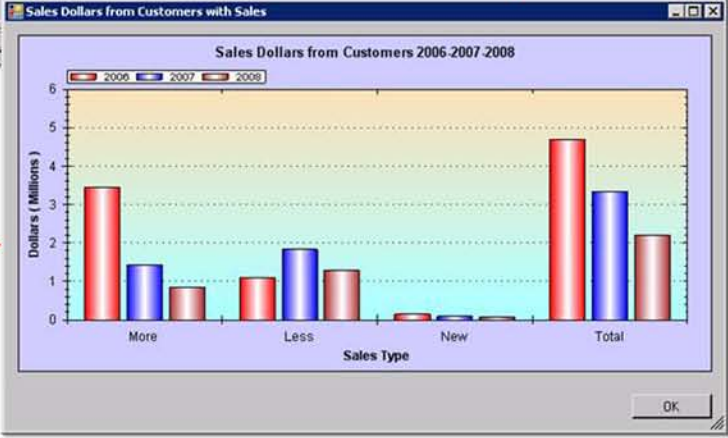
**Selection Criteria: By Sales Rep Out**

	Base Year	%	Qty	Total Customers	%	Previous Year	%	Qty	Variance
Sales of Customers That Purchased More Than Last Year	\$839,620.29	38.175	1,379,565.00			\$283,191.23	8.4974	409,982.00	\$556,429.06
Sales of Customers That Purchased Less Than Last Year	\$1,291,506.80	59.722	1,614,545.00			\$3,049,466.69	91.502	4,536,151.00	-\$1,757,959.89
New Customers Sales	\$68,215.58	3.1016	17,703.00			\$0.00	0	0.00	\$68,215.58
Total Sales Dollars	\$2,199,342.67	99.999	3,011,813.00			\$3,332,657.92	100.00	4,946,133.00	-\$1,133,315.25

Base Year Comparison Graphs: Value, Percentage, Sales Rep, Prod Cat, Territory

Customers Comparison Graphs: #Customers, Sales Dollars, Cust Type, Sales Rep, Prod Cat, Territory

Click to view a breakdown of Sales Rep 101's Sales Dollars from 2006-2008. This includes sales to all customers, including customers that purchased more than the previous year, customers who purchased less than the previous year and new customers.



What can I do to help Sales Rep 101 increase sales?

What if I spoke with the three customers who had the greatest decreases in sales? In this case, I could effect \$800,000 in sales using actionable data.

Right click to view the twenty customers that were the worst of the worst in results this year vs. last year. Sort the list by previous total sales amount.

Right click to export list to Excel.

Customer Detail

Cust #	Sales Mgr	Sales Rep	Cust Name	Cust Type	Tot Sales Amt	Prev Tot Sales Amt	Sale
2641	EP	JR	Acumen Customer# 2641	WHO	266059.05	815443.40	-
3049	EP	JR	Acumen Customer# 3049	WHO	157607.67	287047.73	-
1474	EP	JR	Acumen Customer# 1474	WHO	104165.19	226181.71	-
3422	EP	JR	Acumen Customer# 3422	WHO	59871.08	207938.99	-
1477	EP	JR	Acumen Customer# 1477	WHO	69732.22	143265.40	-
3828	EP	JR	Acumen Customer# 3828	WHO	84388.79	112380.04	-
3066	EP	JR	Acumen Customer# 3066	RES	24919.29	94778.94	-
2553	EP	JR	Acumen Customer# 2553	WHO	51754.87	94501.26	-

Total Sales (Base Year): \$1,155,172.74    # of Customers: 20    Total QtySold (Base Year): 1,448,361.00

Total Sales (Prev Year): \$2,412,868.21    Total QtySold (Prev Year): 3,711,043.00