

Profitable Sales Growth - Initiatives Tracking Report

Hardware & Service Sales - Q2 - 2008 - Dave Kalstrom & Leads Team

Increasing Close Rate - Q2 - Service Contract Renewals

Objective	Strategy	Owner	Estimated Start	Estimated Finish	Actual Start	Actual Finish	Estimated Hours	Actual Hours
Improving Q2 Service Contract Renewals	Obtain Q2 Renewal Report from Elisa	DK	26-Mar	27-Mar	26-Mar	27-Mar	1	1
Customer Retention	Analysis of Q2 Renewals	DK	27-Mar	28-Mar	27-Mar	28-Mar	2	3
Customer Retention	Obtain Contract Renewal Status from Ams	DK	28-Mar	3-Apr	28-Mar		4	
Customer Retention	Identify & Report Preliminary Renewal Probabilities - see below	DK	30-Mar	31-Mar	30-Mar		2	

Upcoming Contract Renewals - Q2 thru Q4 2007 Categorized by Probability of Closure

QTR	ContractAmt	A Highest	B	C	C1	D Lowest
Q1	\$ 444,392.10	\$ 243,941.82	\$ -	\$ 112,807.80	\$ 6,645.60	\$ -
Q2	\$ 1,264,581.79	\$ 992,130.93	\$ 11,970.00	\$ 6,912.00	\$ 74,251.56	\$ 14,637.90
Q3	\$ 1,224,189.54	\$ 413,201.00	\$ 89,612.92	\$ 76,814.00	\$ 72,748.02	\$ 59,710.55
Q4	\$ 773,901.25	\$ 460,272.92	\$ 24,645.60	\$ 48,396.12	\$ 29,592.00	\$ 10,100.25

Customer Retention	Identify & Report Final Renewal Probabilities	DK	3-Apr	4-Apr			2	
Customer Retention	Develop Action Plan for "At Risk" Renewals	DK	5-Apr	6-Apr			3	
Customer Retention	Execute Action Plan for "At Risk" Renewals	DK	6-Apr	13-Apr			6	
Customer Retention	Provide Weekly Performance Update to Chris	DK	30-Mar	31-Dec			36	

Increasing Close Rate - Q2 - "New" Service Contracts

Objective	Strategy	Owner	Estimated Start	Estimated Finish	Actual Start	Actual Finish	Estimated Hours	Actual Hours
Improving Close Rate of "New" Q2 Service Contracts	Obtain Report of Pending Evals for Svc Contracts	DK	26-Mar	27-Mar	26-Mar	27-Mar	1	1
Customer Acquisition	Analysis of Q2 Svc Contract Evals	DK	27-Mar	28-Mar	27-Mar	28-Mar	2	3
Customer Acquisition	Obtain Probability of Close of New Svc Contracts from Ams	DK	28-Mar	3-Apr	28-Mar		4	
Customer Acquisition	Identify & Report Preliminary Renewal Probabilities - see below	DK	30-Mar	31-Mar	30-Mar		2	

Pending - Service Contract - Opportunities

Sales Re	CustName	EvalType	Product	SumOfContract	A	B	ext
				\$ -			
AK	TRANS WORLD	Contract - N/S		\$ 64,169.00			1188
BA	UNITED PIPE AND SU	Contract- STD	6800's	\$ 27,410.00		\$ 27,410.00	1504
BB	SOLECTRON TEXAS	Contract - N/S	Datamax,LS22	\$ 37,000.00		\$ 37,000.00	3161
BB	VALUE CITY FURNITI	Contract- STD	6840	\$ 31,008.00		\$ 31,008.00	
CA	KING SOOPERS	Contract- STD	ptc610,6846,m	\$ 228,660.00		\$ 228,660.00	1299
CM	SMC CORPORATION	On Site	zebra	\$ 63,216.00		\$ 63,216.00	4111
CM	WAREHOUSE SERVI	Contract- STD	6846,T2435	\$ 19,200.00	\$ 19,200.00		
DB	FLYING J CORPORAT	Contract- STD	okidata	\$ 24,000.00		\$ 24,000.00	3114
DB	ROBERT BOSCH COF	Contract- STD	1060's, 6846	\$ 19,352.00	\$ 19,352.00		
DE	DORMAN PRODUCT	On Site	Zebra 105, 140	\$ 23,172.00		\$ 23,172.00	1103
HOUSE	INTERMEC CORPOR	Flat Rate - N/S		\$ 204,965.00		\$ 204,965.00	
JB	RSI HOME PRODUCT	On Site	Intermec ptrs	\$ 29,048.00	\$ 29,048.00		
JL	CORNERSTONE COM	Contract - N/S		\$ 50,810.00			1250
LN	ECHOSPHERE	Contract - N/S	t2460,t2480,zek	\$ 21,026.00		\$ 21,026.00	1182
MH	FURNITURE ROW CO	Contract- STD		\$ 46,145.00			1154
MH	JORDANS FURNITUR	Contract - N/S		\$ 26,880.00			
MLI	DATAMAX SOFTWARE	Contract- STD		\$ 49,656.00			
MLI	VERMONT INFORMA	Contract STD		\$ 28,800.00			
MM	ASHWORTH INC	On Site		\$ 21,659.00			
MS	LIBBEY GLASS INC	Contract - N/S		\$ 27,360.00			
MW	LESLIE'S POOLMART	Contract - N/S		\$ 19,800.00			
PD	ATOMIX BOX LOGIST	Contract- STD		\$ 62,012.00			
PJ	FEDERAL MOGUL, TP	Contract- STD		\$ 25,611.00	\$ 25,611.00		
RB	UKROPS SUPERMAF	Contract - N/S		\$ 25,380.00			
SA	KUEHNE & NAGLE IN	Contract - N/S		\$ 31,200.00			
SM	TOYS R US	Contract- STD		\$ 383,000.00	\$ 383,000.00		
				\$ 1,826,232.00	\$ 498,662.00	\$ 766,947.00	

Customer Acquisition	Identify & Report Final Renewal Probabilities	Dirk Grimm	3-Apr	4-Apr			2	
Customer Acquisition	Develop Action Plan for "At Risk" Renewals	Dirk Grimm	5-Apr	6-Apr			3	
Customer Acquisition	Execute Action Plan for "At Risk" New Contracts	Dirk Grimm	6-Apr	13-Apr			6	
Customer Acquisition	Provide Weekly Performance Update to Chris	Dirk Grimm	30-Mar	31-Dec			36	

