

Decisions Quarter 1

	Customer 1	Customer 2	Customer 3	Customer 4	Total
Effort (Product A)	1.0	1.0	1.0	1.0	4.0
Effort (Product B)	5.0	5.0	5.0	2.0	17.0
Effort (Product C)	10.0	1.0	5.0	1.0	17.0
Prospecting Effort	10.0	15.0	0.0	0.0	25.0
Research Effort	0.0	0.0	0.0	0.0	0.0

Effort Allocation Quarter 1

	Customer 1	Customer 2	Customer 3	Customer 4	Total
Servicing Effort	9.6	7.8	5.4	2.3	25.2
Effort (Product A)	1.0	1.0	1.0	1.0	4.0
Effort (Product B)	5.0	5.0	5.0	2.0	17.0
Effort (Product C)	10.0	1.0	5.0	1.0	17.0
Prospecting Effort	10.0	15.0	0.0	0.0	25.0
Research Effort	0.0	0.0	0.0	0.0	0.0
Total Effort %	35.6	29.8	16.4	6.3	88.2

Customer Summary Quarter 1

	Customer 1	Customer 2	Customer 3	Customer 4
Gross Income	783	568	420	118
Salary Cost	408	578	210	79
Net Income	375	-10	210	39
Customers Lost	1	6	1	0
New Customers	1	12	0	0
Total Customers	13	73	11	4
Gross Income/Customer	60.2	7.8	38.2	29.5
Net Income/Customer	28.8	-0.1	19.1	9.7

Product Summary Quarter 1

	Product A	Product B	Product C
Gross Income	643	730	516
Salary Cost	40	170	170
Net Income	603	560	346
Customers Lost	9	2	2
New Customers	15	5	1
Total Customers	86	33	28
Gross Income/Customer	7.5	22.1	18.4
Net Income/Customer	7.0	17.0	12.4
Net Income (%)	94	77	67

Customer Research Quarter 1

No Data to report

Customer/Product Detail (Group 1) Quarter 1			
	Product A	Product B	Product C
Gross Income	213	300	270
Salary Cost	10	50	100
Net Income	203	250	170
Customers Lost	0	0	0
New Customers	1	0	0
Total Customers	9	5	6
Gross Income/Customer	23.6	60.0	45.0
Net Income/Customer	22.5	50.0	28.3
Net Income (%)	95	83	63

Customer/Product Detail (Group 2) Quarter 1			
	Product A	Product B	Product C
Gross Income	252	205	111
Salary Cost	10	50	10
Net Income	242	155	101
Customers Lost	8	2	2
New Customers	14	5	1
Total Customers	66	22	18
Gross Income/Customer	3.8	9.3	6.2
Net Income/Customer	3.7	7.0	5.6
Net Income (%)	96	76	91

Customer/Product Detail (Group 3) Quarter 1			
	Product A	Product B	Product C
Gross Income	150	150	120
Salary Cost	10	50	50
Net Income	140	100	70
Customers Lost	1	0	0
New Customers	0	0	0
Total Customers	7	3	3
Gross Income/Customer	21.4	50.0	40.0
Net Income/Customer	20.0	33.3	23.3
Net Income (%)	93	67	58

Customer/Product Detail (Group 4) Quarter 1			
	Product A	Product B	Product C
Gross Income	28	75	15
Salary Cost	10	20	10
Net Income	18	55	5
Customers Lost	0	0	0
New Customers	0	0	0
Total Customers	4	3	1
Gross Income/Customer	7.0	25.0	15.0
Net Income/Customer	4.5	18.3	5.0
Net Income (%)	64	73	33

Results Summary Quarter 1	
Customers Lost	8
New Customers	13
Total Customers	101
Servicing Effort%	25.2
Selling Effort %	38.0
Prospecting Effort %	25.0
Research Effort %	0.0
Idle Time %	11.8
Total Gross Income	1889
Total Salary Costs	1394
Total Net Income	495
Gross Income/Customer	18.7
Net Income/Customer	4.9
Customer Growth %	5
Gross Income Growth %	12
Net Income (%)	26