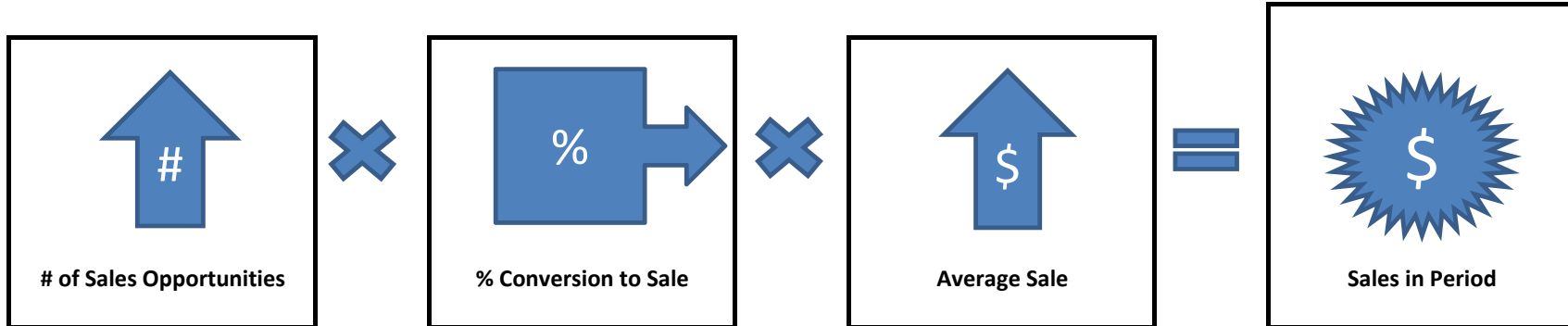


Marketing & Sales Systems Power



of Sales Opportunities

% Conversion to Sale

Average Sale

Sales in Period

Retail: Ups
Distribution: Calls
Job Shop: Quotes

Selling Process
Assess Qualification
Assess Pre-Sale Elements

Track Gross Margins
Track Size/Add-on/Pricing
Assess Follow-thru Selling

Measure & Increase #
Qualified Opportunities
Presented

Measure & Improve
Conversion Process

Measure & Increase Average
Sale at or > Target Margins

Track and Trend Results to
Analyze Three Component
Processes

| | | | | | | |
|-------------|----------|-------------|----------|-------------|----------|-------------|
| 1.00 | X | 1.00 | X | 1.00 | = | 1.00 |
| 1.05 | X | 1.05 | X | 1.05 | = | 1.16 |
| 1.10 | X | 1.10 | X | 1.10 | = | 1.33 |