



OBJECTIVE MANAGEMENT GROUP, INC.

Dear Salesperson,

Thank you for submitting your weekly sales activity. The following table shows your goals for the week, your actual activity and your ratios, based on the data you provided.

Weekly Activity Summary								
Sample Inc.			WEEK ENDING 1/4/2002					
Salesperson			REPORTS TO Manager					
ACTIVITY	SALES CYCLE	GOAL	SUCCESS	% OF GOAL	PUTOFFS	No	NEW	EXISTING
	attempted contact	25	40	160%			33	7
	conversations	8	12	150%	0	0	7	5
	meetings/face to face	5	3	60%	0	0	0	3
	final presentation	3	0	0%			0	3
	closes	2	3	150%	0	0	0	3
	REVENUE / PROJECTED REVENUE	\$10,000	\$20,460	205%	\$0	\$0	\$0	\$15,000
	REVENUE PER ORDER	\$5,000	\$6,820	136%				
RATIOS	SALES CYCLE	GOAL	SUCCESS	% OF GOAL	SALES CYCLE MOST OFTEN HEARD COMMENTS			
	attempted contact to conversations	32%	30%	94%	attempted contact to conversations			None
	conversations to meetings/face to face	63%	25%	40%	conversations to meetings/face to face			None
	meetings/face to face to final presentation	60%	0%	0%				
	final presentation to closes	67%	0%	0%	final presentation to closes			None

Rolling 4 Week Activity Summary

Sample Inc.

WEEK ENDING 1/4/2002

Salesperson

REPORTS TO Manager

ACTIVITY	SALES CYCLE	GOAL	SUCCESS	% OF GOAL	PUTOFFS	No	NEW	EXISTING
	attempted contact	75	66	88%			58	8
conversations	24	20	83%	0	0	15	5	
meetings/face to face	15	6	40%	0	0	2	4	
final presentation	9	2	22%			1	4	
closes	6	4	67%	0	0	0	4	
REVENUE / PROJECTED REVENUE	\$34,000	\$23,460	69%	\$0	\$0	\$0	\$22,667	
REVENUE PER ORDER	\$5,667	\$5,865	104%					
RATIOS	SALES CYCLE	GOAL	SUCCESS	% OF GOAL	SALES CYCLE	MOST OFTEN HEARD COMMENTS		
	attempted contact to conversations	32%	30%	95%	attempted contact to conversations	None		
	conversations to meetings/face to face	63%	30%	48%	conversations to meetings/face to face	None		
	meetings/face to face to final presentation	60%	33%	56%				
	final presentation to closes	67%	200%	300%	final presentation to closes	None		

Rolling 13 Week Activity Summary

Sample Inc.

WEEK ENDING 1/4/2002

Salesperson

REPORTS TO Manager

ACTIVITY	SALES CYCLE	GOAL	SUCCESS	% OF GOAL	PUTOFFS	No	NEW	EXISTING
	attempted contact	250	276	110%				254
conversations	80	110	138%	0	0	94	12	
meetings/face to face	50	42	84%	0	0	32	10	
final presentation	30	26	87%			20	9	
closes	20	23	115%	0	0	15	8	
REVENUE / PROJECTED REVENUE	\$118 K	\$61,045	52%	\$0	\$0	\$88,500	\$47,200	
REVENUE PER ORDER	\$5,900	\$2,654	45%					
RATIOS	SALES CYCLE	GOAL	SUCCESS	% OF GOAL	SALES CYCLE	MOST OFTEN HEARD COMMENTS		
	attempted contact to conversations	32%	40%	125%	attempted contact to conversations	None		
	conversations to meetings/face to face	63%	38%	61%	conversations to meetings/face to face	None		
	meetings/face to face to final presentation	60%	62%	103%				
	final presentation to closes	67%	88%	133%	final presentation to closes	None		

The following table lists the performance issues that we look at each week. Those that are specific to you have checkmarks in the appropriate rows and columns. A brief description of your issues and our suggestions are included at the end of your weekly report.

	Performance Topic	This Week	Past Month	Past Quarter
1	Not Enough Activity		✓	
2	Taking Put Offs in Step 2			
3	Taking Put Offs in Step 3			
4	Taking Put Offs in Step 5			
5	Taking Put Offs Throughout the Sales Cycle			
6	Lack of Risk Taking			
7	Getting Decisions in Step 2 (No's)			
8	Getting Decisions in Step 3 (No's)			
9	Getting Decisions in Step 5 (No's)			
10	Abundance of No's Throughout the Sales Cycle			
11	Not Enough New Prospects in Step 2			
12	Not Enough New Prospects in Step 3	✓	✓	
13	No Activity			
14	Short of Goal			
15	Lack of Successes			
16	Congratulation on Lack of Put Offs			
17	Think it Overs in Step 5			
18	Taking Put Offs in Step3			
19	Allowing Prospects to Build Consensus			
20	Vulnerable to the "call later" in Step 5			
21	Vulnerable to the "call later" in Step 2			
22	Vulnerable to the "I'm Busy" in Step 5			
23	Vulnerable to the "I'm Busy" in Step 2			
24	Vulnerable to the "I'm Busy" in Step 3			
25	Vulnerable to the "call next week/month" in Step 5			
26	Talking with the Wrong People			
27	Having Trouble Reaching the Prospect			
28	Leaving Too Many Messages			
29	Sending Literature			
30	Vulnerable to the "Not Interested" in Step 3			
31	Price Objections			
32	Limited Success	✓		✓
33	Unexpected Success			
34	Mediocre Performance			
35	Just Missed Reaching Goals			

We thought you'd like to see how you performed compared to the rest of the sales team. The following table shows your activity versus the average activity for your sales group.

PERFORMANCE

Name	Revenue	attempted contact	conversations	meetings/face to face	final presentation	closes
Jeff Dub...	208%	32%	20%	33%	25%	50%
	205%	160%	150%	60%	0%	150%
	40%	98%	105%	40%	20%	0%
	24%	35%	92%	17%	25%	50%
	15%	42%	67%	50%	0%	100%
	0%	87%	114%	0%	0%	0%
	0%	50%	60%	0%	0%	0%
	0%	43%	57%	33%	0%	0%

DEVELOPMENT RECOMMENDATIONS

When we analyzed your performance for the week, we found that you had the most difficulty converting your prospects from conversations to meetings/face to face. We would like to make a few suggestions to help you with this. Based on what we saw, we think it would help if you intensified your efforts in the following Core Competencies.

Core Competencies

- Follows written goals with plan
- Controls Emotions
- Doesn't Need Approval
- Recovers From Rejection
- Consistent Effective Prospecting
- Effective Listening and Questioning
- Early Bonding and Rapport
- Strong Commitment for Success

Your sales manager may ask you some of these questions when your are debriefed about your activity. Approach the debriefing with an open mind, ready to make changes and hoping to improve.

Debriefing Questions For: conversations to meetings/face to face

Tonality is real important in this step. The prospect won't want to move forward if he/she doesn't enjoy talking with you .

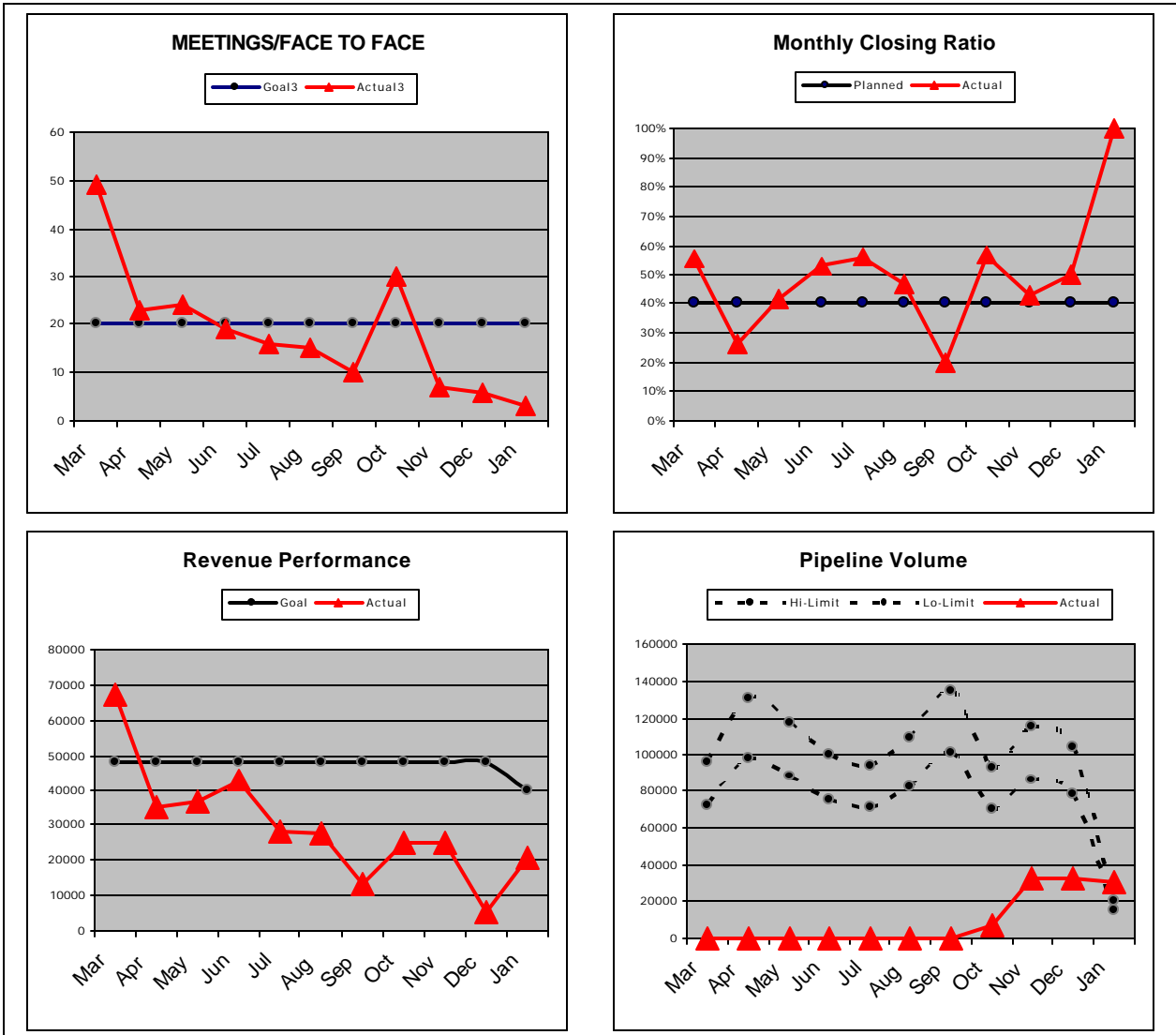
You may be providing too much information. Your goal is to just find a problem you can solve.

If the prospect is not interested, don't fight. Acknowledge the disinterest and say, "there must be a reason."

If the prospect asks you to call back ask "why?" since you are both speaking right now.

Don't give the prospect your reasons for moving forward. Make sure they have their own reasons for moving forward.

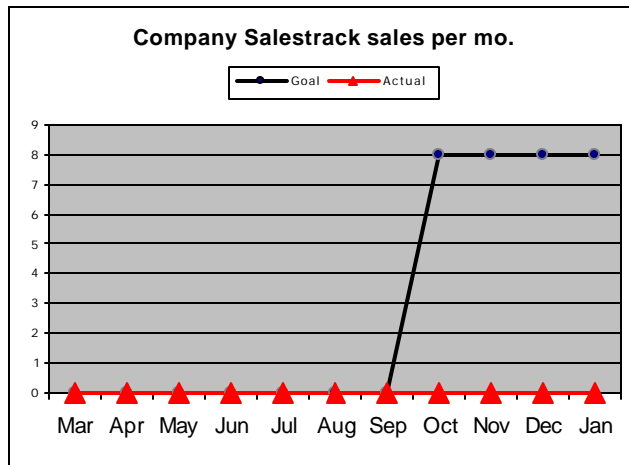
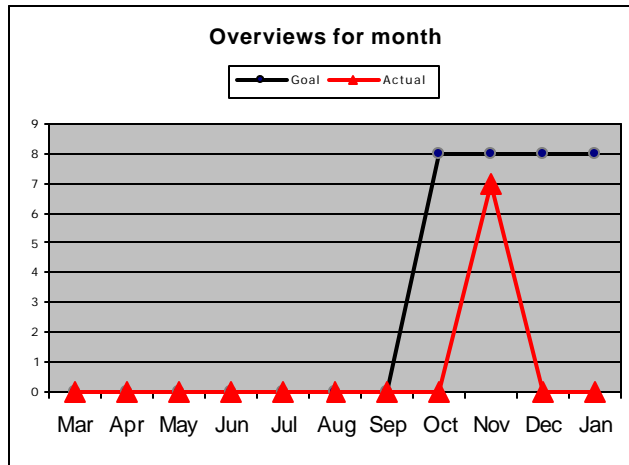
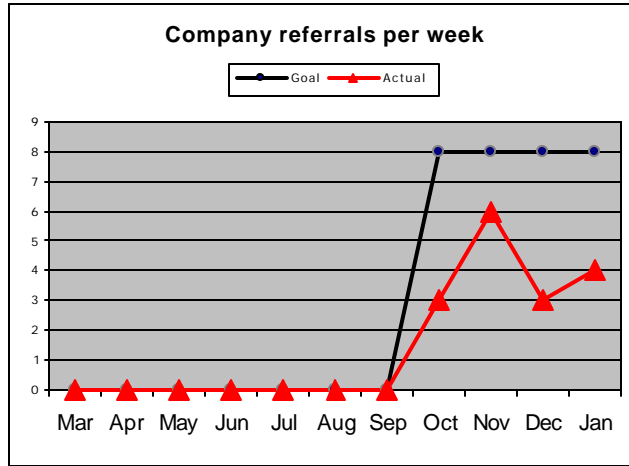
PERFORMANCE HISTORY



PIPELINE

ACCOUNT NAME	VALUE	Help Requested
Company 1	\$30,000	

ADDITIONAL ACTIVITIES



ADDITIONAL PERFORMANCE COACHING

Finally, we have reviewed your weekly data and would like to offer some observations. Although we are only looking at a small sampling of your performance, our comments are based on our experience. We know that what happens in the short term can set a pattern for future problems or success. Please know that our comments are intended to help you think through your opportunities for improved sales performance

I Already Know These People (Issue 12)

Since most of your activity in step 3 was with existing prospects, it appears that you are only putting forth an effort on prospects with whom you are comfortable. While this could achieve a short term goal, it will not help you achieve any long term goals. Sales is not a profession for staying within your comfort zone. Stretch it out and make more calls to prospects you've never spoken with before. It's not hard, just less comfortable. Remember, you probably make more money doing the things that are less comfortable!

Interesting Results (Issue 32)

Despite the fact that you exceeded your goals in steps 1 and 2 this week, you failed to reach your goals in step 3, a more important step in the process. This indicates effort in producing activity, but ineffectiveness converting your activity into the pipeline. Perhaps you should demonstrate a bit more determination to reach your step 3 goals each week as well.

We hope you find this information helpful.

Don't forget to submit your activity for this week by 7PM Friday.

Sincerely,

Your Sales Development Team