

# MARKETING AND SALES: SALES GENERATION REPORT

Journal date: Sunday Sep 24, 2002  
DAILY (full-down)

SAMPLE REPORTS  
Computer Corp. >>>  
Magna  
\*\*\*\* SALES GENERATION REPORT \*\*\*\*  
WEEK TO DATE

Report Date: Sep 26, 02 19:30:51

DAILY SALES

MONTH TO DATE

MARKET SOURCE	#OF UPS	#OF SLS	GROSS VOLUME	CXL# SLS	CXL VOLUM	NET# SLS	NET VOLUME	#OF UPS	#OF SLS	GROSS VOLUME	CXL# SLS	CXL VOLUM	NET# SLS	NET VOLUME	#OF UPS	#OF SLS	GROSS VOLUME	CXL# SLS	CXL VOLUM	NET# SLS	NET VOLUME	CLS -%	TTL VPU	% OF COST	
<b>A:OPC</b>																									
TAFFY...	1	0	0	0	0	0	0	1	0	0	0	0	0	0	8	2	15,550	0	0	2	15,550	25	1944	6	
C+M1...	1	0	0	0	0	0	0	1	0	0	0	0	0	0	31	4	28,100	0	0	4	28,100	13	906	13	
ANNFRAN	0	0	0	0	0	0	0	5	1	7,275	1	7,275	0	0	27	4	29,700	1	7,275	3	22,425	11	831	14	
HEAGLE	1	0	0	0	0	0	0	3	1	5,275	0	0	1	5,275	26	3	18,825	0	0	3	18,825	12	724	16	
OPCUNK2	4	1	5,775	0	0	1	5,775	25	2	11,550	0	0	2	11,550	66	7	42,725	0	0	7	42,725	11	647	18	
711WY2	2	0	0	0	0	0	0	5	1	5,275	0	0	1	5,275	47	5	26,375	0	0	5	26,375	11	561	20	
MILSTO2	0	0	0	0	0	0	0	0	1	7,775	0	0	1	7,775	15	1	7,775	0	0	1	7,775	7	518	22	
TRADEWI	1	0	0	0	0	0	0	10	0	0	0	0	0	0	36	3	22,925	1	7,275	2	15,650	6	435	26	
BAZAAR2	5	1	5,775	0	0	1	5,775	8	1	5,775	0	0	1	5,775	56	3	19,325	0	0	3	19,325	5	345	33	
TEXACO2	0	0	0	0	0	0	0	1	0	0	0	0	0	0	5	0	0	0	0	0	0	0	0	999	
711SY2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	999	
JOBLOT2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	0	0	0	0	0	0	0	0	999	
LUKES2	0	0	0	0	0	0	0	5	0	0	0	0	0	0	26	0	0	0	0	0	0	0	0	999	
VIC1...	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	999	
TOTALS + NQ'S	15	2	11,550	0	0	2	11,550	64	7	42,925	1	7,275	6	35,650	354	32	211,300	2	14,550	30	196,750	8	556	21	
								5							61							CXL	6.3%		
<b>B:Phone Room</b>																									
K&B1...	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	2,775	0	0	1	2,775	100	2775	4	
TELEMK6	9	2	15,050	0	0	2	15,050	27	8	49,200	0	0	8	49,200	109	23	144,050	0	0	23	144,050	21	1322	9	
TELEXP2	13	3	16,825	0	0	3	16,825	29	6	34,650	0	0	6	34,650	114	16	102,100	0	0	16	102,100	14	896	13	
K&B2...	34	3	21,275	0	0	3	21,275	66	6	38,100	0	0	6	38,100	146	15	96,975	0	0	15	96,975	10	664	18	
TELEXP3	0	0	0	0	0	0	0	2	0	0	0	0	0	0	30	3	17,425	0	0	3	17,425	10	581	20	
TELEXP3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	999	
TELEMK7	2	0	0	0	0	0	0	3	0	0	0	0	0	0	9	0	0	0	0	0	0	0	0	999	
TELEMK8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	999	
TELEM16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	999	
TELYK1	2	0	0	0	0	0	0	3	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	999	
TOTALS + NQ'S	60	8	53,150	0	0	8	53,150	130	20	121,950	0	0	20	121,950	417	58	363,325	0	0	58	363,325	14	871	14	
								15							59							CXL	0.0%		
S.TOTAL	75	10	64,700	0	0	10	64,700	194	27	164,875	1	7,275	26	157,600	771	90	574,625	2	14,550	88	560,075	11	726	16	
CANCELLATION RATE =			2.2%			UPS/SALE = 9	AVG. COST PER UP =			\$116.62															
<b>C:Letter</b>																									
FCC1...	0	0	0	0	0	0	0	0	1	5,275	0	0	1	5,275	2	2	11,050	0	0	2	11,050	100	5525	2	
RMG9...	0	0	0	0	0	0	0	1	1	7,275	0	0	1	7,275	4	2	14,550	0	0	2	14,550	50	3638	4	
FCC3...	0	0	0	0	0	0	0	1	1	4,775	0	0	1	4,775	10	2	10,550	0	0	2	10,550	20	1055	15	
TOTALS + NQ'S	0	0	0	0	0	0	0	2	3	17,325	0	0	3	17,325	16	6	36,150	0	0	6	36,150	38	2259	7	
								0							2							CXL	0.0%		
S.TOTAL	75	10	64,700	0	0	10	64,700	196	30	182,200	1	7,275	29	174,925	787	96	610,775	2	14,550	94	596,225	12	758	15	
CANCELLATION RATE =			2.1%			UPS/SALE = 8	AVG. COST PER UP =			\$117.36															
<b>D:MiniVac &amp; Certs</b>																									
TOTALS + NQ'S	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
								0							0							CXL	1000.0%		
S.TOTAL	75	10	64,700	0	0	10	64,700	196	30	182,200	1	7,275	29	174,925	787	96	610,775	2	14,550	94	596,225	12	758	15	
CANCELLATION RATE =			2.1%			UPS/SALE = 8	AVG. COST PER UP =			\$117.36															
<b>E: MISC &amp; INHOUSE</b>																									
WALKIN2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	999
SELFGEN	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	7,775	0	0	1	7,775	100	7775	0	
REFFERA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	999	
RENTII	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11	1	8,275	0	0	1	8,275	9	752	15	
CCG2...	0	0	0	0	0	0	0	7	0	0	0	0	0	0	25	1	5,825	1	5,825	0	0	0	0	999	
TOTALS + NQ'S	0	0	0	0	0	0	0	7	0	0	0	0	0	0	40	3	21,875	1	5,825	2	16,050	5	401	28	
								1							3							CXL	33.3%		
G.TOTAL	75	10	64,700	0	0	10	64,700	203	30	182,200	1	7,275	29	174,925	827	99	632,650	3	20,375	96	612,275	12	740	16	
AVERAGE							6470							6032										6378	
**** PROJECTED AVERAGE VOLUME/DAY			\$26,620.65				*****	PROJECTED MONTHLY VOLUME =		\$809,267.81		****													
**** TOTAL UPCOST			\$96,892.00					COST/UP		\$117.16		****													
**** CANCELLATION PERCENT			% 3.0				****																		