

Activity Based Method



SALES BENCHMARK INDEX

Customer Market Segments

	Tier 1	Tier 2	Tier 3A	Tier 3B	Tier 4
Number of Accounts	20	124	299	700	2,097
Target Coverage Percentage	100%	100%	100%	100%	100%
Activities:					
Annual Desired Appointments/account	21.0	12.0	12.0	3.7	1.5
Overall Breakdown (hours/year required)					
Pre-call planning	44.0	22.0	22.0	8.7	2.7
Calling: technical	36.7	19.7	19.7	7.3	3.0
Calling non-technical	35.7	12.3	12.3	5.3	1.7
Post call activities	36.0	17.3	17.3	6.0	1.3
Other activities	16.3	7.0	7.0	3.0	1.3
Total hours/year/account	168.7	78.3	78.3	30.3	10.0
Total accounts covered	20	124	299	700	2097
Total hours/year	3,373	9,713	23,412	21,233	20,970
Rep task hours/year	1,200	1,200	1,200	1,200	1,200
Reps Required	2.8	8.1	19.5	17.7	17.5
Appts Required	420	1,488	3,588	2,567	3,146
Conversion Rate	4.8%	8.3%	8.4%	27.3%	67%
Deals	20	124	300	701	2098
Avg Transaction Size	\$3,190,496	\$543,818	\$113,564	\$37,973	\$4,087
Revenue	\$64,320,399	\$67,163,698	\$34,023,547	\$26,607,681	\$8,574,724
Annual Appt per Rep	149	184	184	145	180
Monthly Appt per Rep	12	15	15	12	15

Estimated Sales Activities per account

65 Reps