

Customer Acquisition And Retention

Sample Company

Service Type: Residential
July 1, 2003 -- July 31, 2003

	Total	Bruce Durn	Bryant Bryant	Rob Roy	Shawn Kemp
Maintenance Agreement Units Sold	48	10	12	11	15
Total Service Calls With Sale	15	5	2	5	3
Total Opportunities	35	11	8	7	9
Percent Of Service Calls With Sale	42.86%	45.45%	25.00%	71.43%	33.33%
Units Sold - Tune Up Calls	8	2	2	4	0
Total Service Calls With Sale	4	1	1	2	0
Total Opportunities	7	1	3	0	3
Percent Of Service Calls With Sale	57.14%	100.00%	33.33%	--	0.00%
Units Sold - All Other Calls	40	8	10	7	15
Total Service Calls With Sale	11	4	1	3	3
Total Opportunities	28	10	5	7	6
Percent Of Service Calls With Sale	39.29%	40.00%	20.00%	42.86%	50.00%
Maintenance Agreement Units Renewed	22	0	2	3	17
Total Service Calls With Renewal	6	0	1	2	3
Total Opportunities	12	6	1	2	3
Percent Of Service Calls With Renewal	50.00%	0.00%	100.00%	100.00%	100.00%
Maintenance Customer Analysis					
Net Customer Gain	9	-1	2	5	3
Maintenance Customer Billable Service Calls	109	25	23	38	23
Percent Of All Billable Service Calls	75.69%	69.44%	74.19%	84.44%	71.88%
Sales Leads From Maintenance Calls	0	0	0	0	0
Percent Of All Sales Leads	0.00%	0.00%	0.00%	0.00%	0.00%
Maintenance Dollars Collected	\$1,580.00	\$200.00	\$280.00	\$460.00	\$640.00
Sold New	\$1,140.00	\$200.00	\$240.00	\$400.00	\$300.00
Renewed	\$440.00	\$0.00	\$40.00	\$60.00	\$340.00