

Date Fields ready for next 12+ months, through Dec 2009!



ABC Company
 5-Charts: Income Statement Key Indicators with WHAT CAUSES SALES ("WCS") Tool

Chart 1: WCS (eg, # of Salespeople)

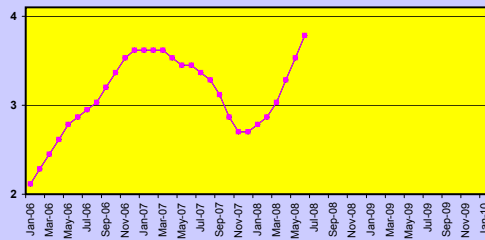


Chart 2: Sales Growth - \$

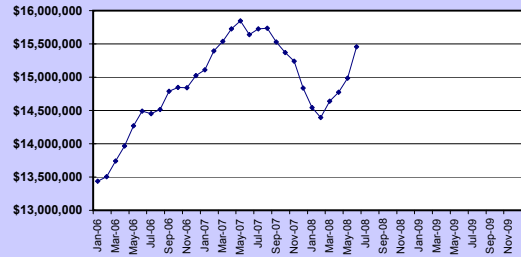


Chart 3: Gross Margin - %

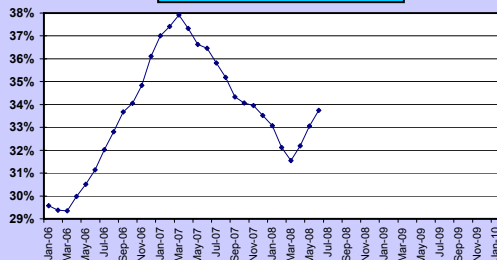


Chart 4: Optg Exp Net of WCS \$

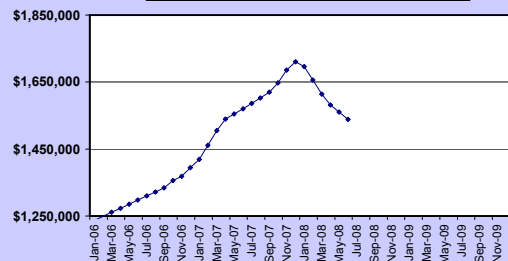
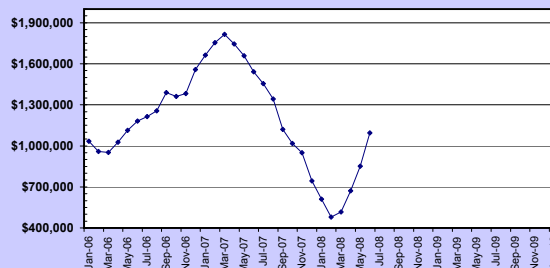


Chart 5: Operating Profit - \$



HOW TO USE THIS EXTRAORDINARY MANAGEMENT SYSTEM:

1. Please first understand how to use Trailing 12 Month (T12M) Charts by visiting www.ceotools.com website and getting the free Preview (PDF version) of T12M Charts -- print it and review what it says. Then, if you like, read all about T12M Charts in Kraig Kramers' book (pages 86 - 97) -- book available on www.ceotools.com **"CEO Tools: the Nuts 'n Bolts of Business for Every Manager's Success!"**
2. To prepare your 5-Charts on one page, either enter or import your data into the appropriate data fields (green headings) under the "Data" tab at the bottom of your screen. If you plan to use the five charts shown above, you're almost done once you've entered your data. All you need to do to complete your charts page is to re-scale each of the five charts and type the name of your business at the top. To re-scale the charts, double-click your cursor in the vertical scale on the left side of the chart. Then select "Scale" at the top of the dropdown. Enter the min and max amounts for your data and click "okay." Save under a name you choose.
3. If you wish to change the charts to reflect other information, simply change the titling to suit what you want. **Even better, go to www.ceotools.com to check out the OTHER GREAT Charting Tools!**
4. Now, catapult your business to higher long-term profits by managing the four things that drive profit, namely Bookings \$, Gross Margin-%, What Causes Sales and Net Operating Expenses. Figure out what drives bookings (i.e., "what causes sales" page 92 of CEO Tools & page below this), and **MANAGE THAT! Work on gross margin through price, mix and volume enhancements. Then, control operating expenses to be less than gross margins, especially as to timing of expense cuts. Boost What Causes Sales! You'll react sooner to cut expenses, and faster to accelerate sales, by using these charts.**
5. Interpretation of the charts shown: "What Causes Sales" (Chart 1) was allowed to decline, causing a drop in Sales (Chart 2), which then slowed Gross Margin (Chart 3) and Operating Profit (Chart 5). Operating Expenses were ignored and rose, creating an even more dramatic drop in profitability (Chart 5). Then the management team woke up, worked on What Causes Sales and controlled Net Operating Expense to boost profit nicely! Notice the lead and lag between WCS, Sales, Gross Margin and Operating Profits -- they can be much longer!

More information? Contact Kraig Kramers (CEO Tools) at 770-389-8511 or email info@ceotools.com

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