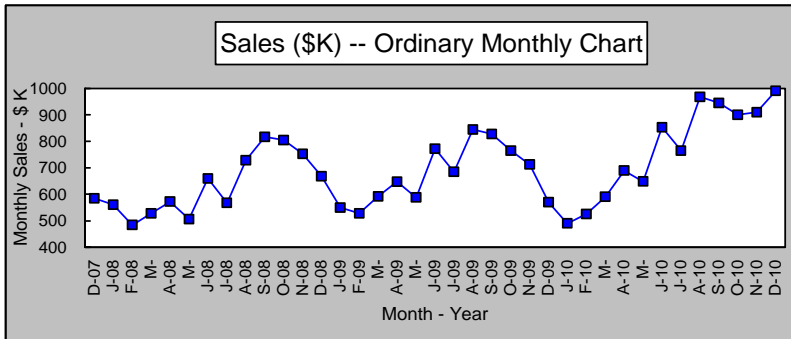


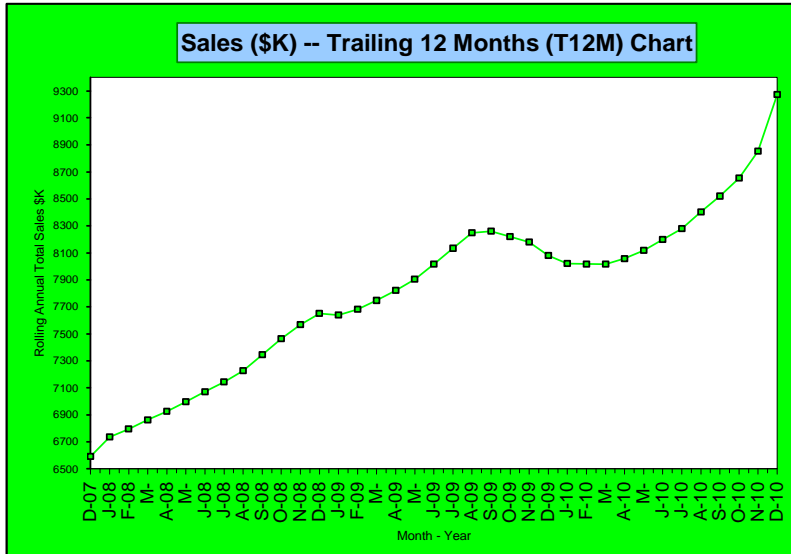
Sales Strategy Tool (Qroc Chart)

Example: See "BUY IT!" Below.

UPDATED 2010

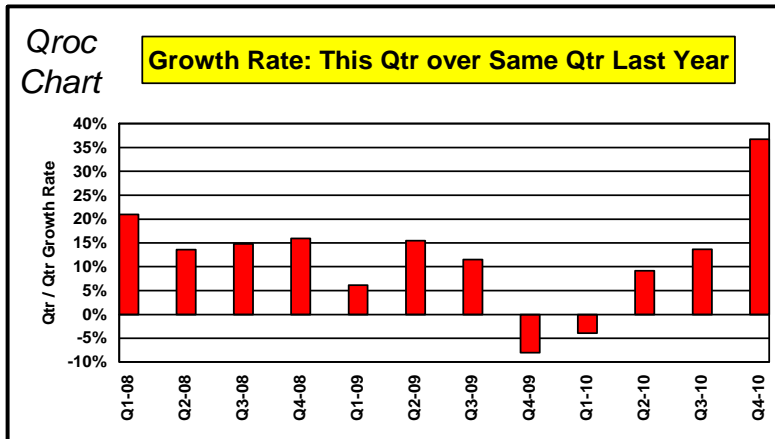


Shows seasonality...
but doesn't show much else, especially not sales performance!
For example, you can't tell if you're doing better or worse during the seasonal downturns versus same time last year.



Uses the same data, but now shows what's REALLY happening with your sales performance!
Up is good, down bad. Eliminates seasonality and most other periodic influences.

But what's your Sales Strategy? Consistent growth or erratic ups and downs? Keep reading to know the answer...



Uses the same data again... but really tells the story!
Shows consistency, or lack thereof, for your Growth Rate and your Sales Strategy! Removes seasonality and most other periodic influences.

Observe that 37% growth is probably too much and -8% is perhaps too low a rate. Consistency is the goal: it dramatically improves profitability, not to mention cash flow!
Now "BUY IT!" and enter your own data to start managing a really great sales strategy!

Page Down to see the data input area and "how-to."

BUY IT! To buy this tool in fully usable Excel Format, go to: www.ceotools.com and use Visa or MC. It's \$44.00 ready in Excel. Sent immediately to your email - then click blue download link.

Example of Quarterly Rate-of-Change (Qroc) Charts

One of the Most Powerful Tools ANY Manager Can Use!

Use this tool now! Order it & enter your data in Col A.



HOW TO GET STARTED:

Example of charting this quarter's SALES data on a Qroc (Quarterly Rate-of-Change) basis. You'll get a barchart with no seasonality and every bar is comparable to every other bar. Look at this chart to see consistency or lack of it in your sales growth rate! Use a regular spreadsheet software package like Lotus or Excel. Enter month/year in Column B and monthly data in Column A as shown below. Then enter a sum function in the spreadsheet in Column C, Row 12: @sum(A1...A12) and copy it on down that column. This is a simple 12-month sum that moves forward one month (and down a row) at a time. Then chart it on the same page with the spreadsheet's Chart Function. Better yet, enter your data in Column "A" below (blue), re-scale the charts, and voila - instant Qroc! You can use this model for your own Qroc by simply replacing the data below with your own...then see your charts (above).

| | Column A Monthly Sales (\$K) | Column B Month-Year | Column C T12M Sales (\$K) (for T12M chart) | T3M | Quarterly Rate of Change % (Qtr / Qtr) | Annual Total Sales (\$M) | Annual Rate of Change % (Yr / Yr) | |
|--------|------------------------------------|------------------------|--|------|--|--------------------------------|---|-----|
| Row 1 | 415 | J-07 | | | | 59.95 | --- | |
| Row 2 | 425 | F-07 | | | | | | |
| Row 3 | 460 | M-07 | | 1300 | | | | |
| Row 4 | 510 | A-07 | | | | | | |
| Row 5 | 435 | M-07 | | | | | | |
| Row 6 | 585 | J-07 | | 1530 | | | | |
| Row 7 | 495 | J-07 | | | | | | |
| Row 8 | 645 | A-07 | | | | | | |
| Row 9 | 700 | S-07 | | 1840 | | | | |
| Row 10 | 685 | O-07 | | | | | | |
| Row 11 | 650 | N-07 | | | | | | |
| Row 12 | 585 | D-07 | 6590 | 1920 | | 71.9 | 20% | |
| Row 13 | 561 | J-08 | 6736 | | | | | |
| Row 14 | 484 | F-08 | 6795 | | | | | |
| Row 15 | 528 | M-08 | 6863 | 1573 | Q1-08 | 21% | | |
| Row 16 | 572 | A-08 | 6925 | | | | | |
| Row 17 | 506 | M-08 | 6996 | | | | | |
| Row 18 | 660 | J-08 | 7071 | 1738 | Q2-08 | 14% | | |
| Row 19 | 567 | J-08 | 7143 | | | | | |
| Row 20 | 729 | A-08 | 7227 | | | | | |
| Row 21 | 817 | S-08 | 7344 | 2113 | Q3-08 | 15% | | |
| Row 22 | 805 | O-08 | 7464 | | | | | |
| Row 23 | 753 | N-08 | 7567 | | | | | |
| Row 24 | 668 | D-08 | 7650 | 2226 | Q4-08 | 16% | 86.8 | 21% |
| Row 25 | 550 | J-09 | 7639 | | | | | |
| Row 26 | 528 | F-09 | 7683 | | | | | |
| Row 27 | 592 | M-09 | 7747 | 1670 | Q1-09 | 6% | | |
| Row 28 | 647 | A-09 | 7822 | | | | | |
| Row 29 | 588 | M-09 | 7904 | | | | | |
| Row 30 | 772 | J-09 | 8016 | 2007 | Q2-09 | 15% | | |
| Row 31 | 684 | J-09 | 8133 | | | | | |
| Row 32 | 844 | A-09 | 8248 | | | | | |
| Row 33 | 828 | S-09 | 8259 | 2356 | Q3-09 | 12% | | |
| Row 34 | 765 | O-09 | 8219 | | | | | |
| Row 35 | 712 | N-09 | 8178 | | | | | |
| Row 36 | 570 | D-09 | 8080 | 2047 | Q4-09 | -8% | 98.8 | 14% |
| Row 37 | 490 | J-10 | 8020 | | | | | |
| Row 38 | 525 | F-10 | 8017 | | | | | |
| Row 39 | 590 | M-10 | 8015 | 1605 | Q1-10 | -4% | | |
| Row 40 | 689 | A-10 | 8057 | | | | | |
| Row 41 | 648 | M-10 | 8117 | | | | | |
| Row 42 | 853 | J-10 | 8198 | 2190 | Q2-10 | 9% | | |
| Row 43 | 765 | J-10 | 8279 | | | | | |
| Row 44 | 968 | A-10 | 8403 | | | | | |
| Row 45 | 945 | S-10 | 8520 | 2678 | Q3-10 | 14% | | |
| Row 46 | 900 | O-10 | 8655 | | | | | |
| Row 47 | 910 | N-10 | 8853 | | | | | |
| Row 48 | 990 | D-10 | 9273 | 2800 | Q4-10 | 37% | 120 | 21% |

BUY IT! To buy this tool in fully usable Excel Format, go to: www.ceotools.com and use Visa or MC. It's \$44.00 in ready Excel. Sent immediately to your email - then just click blue download link.



Kraig's Chart Tips

- 1. Line graphs, never bar charts, seldom pie.**
- 2. One graph per chart...stack charts vertically if you want comparatives!**
- 3. Two years of history plus the year we're now in and tracking.**
- 4. Re-scale to fill up vertical space (see Page 7 aka Fix Up Your Chart!).**
- 5. T12M for one variable vs. 12MMA for two (% , ratio, index).**
- 6. Right chart time frequency: T12M, T4Q, T52W, and/or T365D.**
- 7. Power-Tools: 4-Charts, 5-Charts, 8-Charts @ www.ceotools.com.**
- 8. Only T12M-type charts; those ordinary and YTD charts lie!**
- 9. You can track ANYTHING with T12M and related charts.**
- 10. Use to forecast budget or projections – and track actuals against.**
- 11. No trailing 3-month, 6-month, or 18-month charts: they'll bite you!**
- 12. Charts should have white background and big data point markers along the lines of your graphs.**
- 13. Eventually, we'll talk about 3-over-3 and 12-over-12 charts (also known as rate-of-change charts), but please understand T12Ms thoroughly first, else confusion will probably result! Yes, I do love those RoC charts, too!**
- 14. Try Dashboards: visit www.ceotools.com, click on New Tools Catalog, then scroll down to various dashboards on many business topics!**

FIX UP YOUR CHARTS!

From CEO Tools at www.ceotools.com

Many users have complained that Microsoft Excel's charting is not user-friendly and doesn't "work." This forced us to develop some information on using, applying, and overcoming Excel's charting shortcomings. Excel can indeed work, and we're all stuck with it, so here are a few tips, tools, and ideas based on extensive use of Excel's XP versions...other versions and operating environments before and after XP (e.g., 95, 2000, Vista, Seven) contain many of the same challenges, inconveniently re-packaged by Microsoft into even more challenging apps. Please use this guide to overcome these, but also please adapt our approach to different Excel versions. These tips also work for most charts in other software.

How to Re-Scale Your Charts: It is necessary to re-scale your chart when you first enter your data in any Trailing 12-Month (T12M) Chart or 12-Month Moving Average (12MMA), dashboard, or for that matter, any ordinary chart (it's just basic Excel 101A), and then every once in a while thereafter. The idea is to get your graph on each chart to "fill up" the vertical space of the chart border, so that your eye can most easily see ups and downs over the months. To re-scale, right-click in the vertical (left-hand, Y-axis) of each chart to get a "Format Axis" dropdown; then just select "Options" or "Format Axis" and you should see where you can select "Scale." Do select Scale and then change the Min, Max, Major & Minor Units, as well as the X-Axis Cross Point to be compatible with the full range of your calculated or entered numbers being charted. Again, the idea is to run your graph from your smallest number to the largest from that column (take a look at how we did it on T12M Charts at www.ceotools.com). Save after re-scaling!

Another thought: you may need to re-scale or change the horizontal axis to show the right months. At www.ceotools.com we re-set all charts each year so that you can download them with the upcoming year ready-to-go. If you want to do this yourself, just follow the same logic presented for the vertical axis to change your time (horizontal) axis.

How to Structure Your Charts: We like our charts to have two years of history plus the year we're currently tracking (currently in). What this does is allow you to see an overall trend, not just this year versus last. But at the same time, you don't want more than two years of history, else your chart might be scaled so severely that you don't see the fluctuations in current months that you need to see. So, let's say you want to set up a chart to track your sales each month during 2010 – you'll want to show each month of actual sales for 2008 and 2009 with the 12 months of 2010 on the chart with no numbers in them as you start the year. Take a quick look at the free PDF of the T12M Chart at www.ceotools.com to see an example of this.

How to Update Your T12M or 12MMA Charts Each Month: As you enter your regular monthly number each month into the data column for an Excel chart, it will be necessary to *copy-paste* the logic for calculating that month's *T12M* or *12MMA number* down one row each month as you enter the actual new monthly number.



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