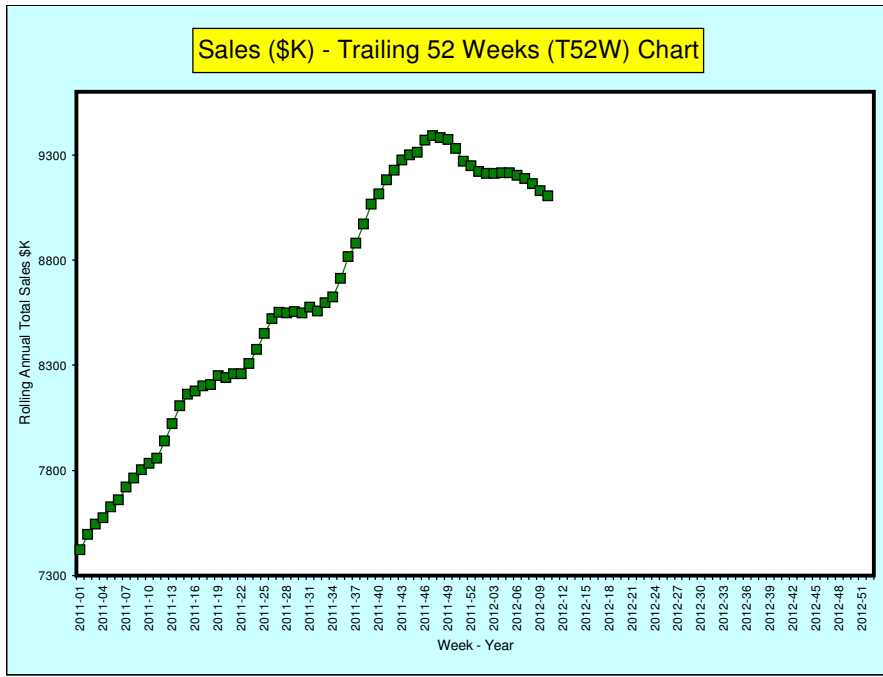
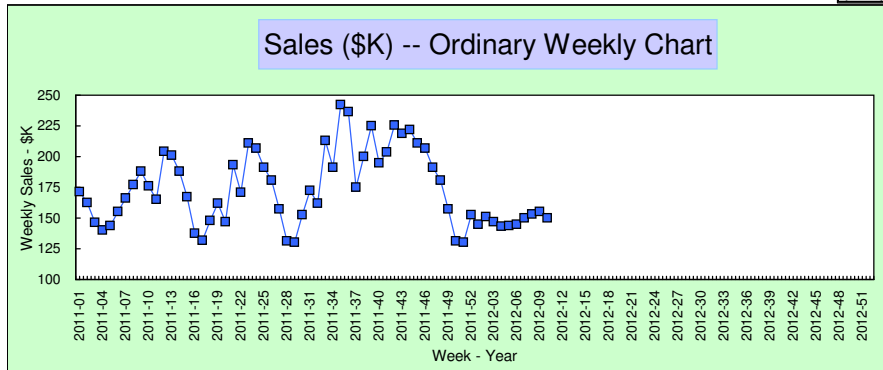




Weekly Sales (\$K)	Year-Wk	T52W Total Sales (\$K) (T52W chart)
171	2011-01	7421
163	2011-02	7494
146	2011-03	7542
140	2011-04	7574
144	2011-05	7625
155	2011-06	7658
166	2011-07	7720
177	2011-08	7762
188	2011-09	7801
176	2011-10	7831
165	2011-11	7858
204	2011-12	7939
201	2011-13	8020
188	2011-14	8105
167	2011-15	8160
138	2011-16	8176
132	2011-17	8200
148	2011-18	8208
162	2011-19	8248
147	2011-20	8240
193	2011-21	8257
171	2011-22	8257
211	2011-23	8308
207	2011-24	8375
191	2011-25	8451
181	2011-26	8519
158	2011-27	8552
131	2011-28	8546
130	2011-29	8554
153	2011-30	8546
172	2011-31	8575
162	2011-32	8557
213	2011-33	8595
191	2011-34	8624
242	2011-35	8713
236	2011-36	8816
175	2011-37	8880
200	2011-38	8970
225	2011-39	9065
195	2011-40	9114
206	2011-41	9181
226	2011-42	9226
219	2011-43	9276
222	2011-44	9298
211	2011-45	9310
207	2011-46	9369
191	2011-47	9390
181	2011-48	9380
158	2011-49	9371
131	2011-50	9329
130	2011-51	9269
153	2011-52	9247
145	2012-01	9221
151	2012-02	9209
147	2012-03	9210
143	2012-04	9213
144	2012-05	9213
145	2012-06	9203
150	2012-07	9187
153	2012-08	9163
155	2012-09	9130
150	2012-10	9104
	2012-11	
	2012-12	
	2012-13	
	2012-14	
	2012-15	
	2012-16	
	2012-17	
	2012-18	
	2012-19	
	2012-20	
	2012-21	
	2012-22	
	2012-23	
	2012-24	
	2012-25	
	2012-26	
	2012-27	
	2012-28	
	2012-29	
	2012-30	
	2012-31	
	2012-32	
	2012-33	
	2012-34	
	2012-35	
	2012-36	
	2012-37	
	2012-38	
	2012-39	
	2012-40	
	2012-41	
	2012-42	
	2012-43	
	2012-44	
	2012-45	
	2012-46	
	2012-47	
	2012-48	
	2012-49	
	2012-50	
	2012-51	
	2012-52	



INSTRUCTIONS: Please see the instructions for Updated Trailing 12-Month (T12M) Chart as a free printout from the website www.ceotools.com by clicking on New Tools Catalog and selecting Preview (PDF). This will provide you with the basics for using Trailing 52-Week Charts (T52W).

T52W Charts allow you to act much sooner than you would, even with T12M Charts, since you will see changes much sooner, namely weekly. When a T52W Chart goes sideways or down, it is time to take action! Figure out *What Causes Sales* (see the "CEO Tools...for Every Manager's Success" book, pages 92-94, available through the website www.ceotools.com). Track *What Causes Sales* on a T52W Chart and you'll be seeing challenges and opportunities as they occur, and then acting so much sooner than your competition.

Important Note: Always rescale your charts after entering your data. Just double-click in the vertical scale area on the left of the chart (your pointer will say Value Axis) and then enter your min and max data point for your range of values from the T52W column in the boxes, then click OK and save under the name you want for this file. Always fill up the vertical space available in your charts so as to show the fluctuations each week as they occur. Much more revealing!

For more information and tools, visit www.ceotools.com -- the website for every manager!

Please Note: The T52W totals in the column above for Weeks 2005-01 through 2005-52 are not calculated, but rather are entered as values (numbers) from prior charts. There is no data to calculate them here. You should enter your history similarly, please! **Also**, when adding data to the Weekly Sales column, please copy the T52W Total calculation on down a week at a time so as to update your T52W Chart as you go along.

BUY IT! To buy this tool in easy to use Excel Format, go to: www.ceotools.com and use Visa or MC. \$35.95 in ready Excel format. Sent immediately to your email -- then, click blue download line.



CEO Tools: Software & Tools License

CUSTOMER LICENSE AGREEMENT for CEO Tools

IMPORTANT: THE ENCLOSED PROGRAM, SOFTWARE, AND/OR TOOLS ARE LICENSED BY U.S. CORPORATE PARTNERS, LLLP TO CUSTOMERS FOR USE ONLY ON THE TERMS SET FORTH BELOW. OPENING, LOADING AND/OR USING THIS PACKAGE ON YOUR COMPUTER INDICATES YOUR ACCEPTANCE OF THESE TERMS.

1. LICENSE: U.S. Corporate Partners, LLLP hereby agrees to grant you (as an individual user) a nonexclusive license to the enclosed CEO TOOL(s) (collectively and individually, the "Program") subject to the terms and conditions set forth in this Customer License Agreement.

2. COPYRIGHT: The Program and its documentation are copyrighted. All rights are reserved. No portion of the Program may be duplicated in any way except to use it in your business on a single computer for each Program purchased. You may not reproduce the Program or its documentation except to place it on your own computer for operation and for what is necessary to provide adequate backup.

3. RESTRICTIONS ON USE AND TRANSFER: The original and any backup copies of this Program and its documentation are to be used with only one computer. You may physically transfer the Program from one computer to another provided the Program is only in use by one computer at a time. The Program may not be transferred to a third party without the written permission of Corporate Partners Inc.

4. NO SOFTWARE SUPPORT: The Program is provided without software support and with no provision for human interaction to help with its use. Refer to the book titled *CEO Tools: The Nuts-n-Bolts of Business for Every Manager's Success!* for information on use of the Program and especially individual CEO Tools. Consulting, for a fee, is available – contact U.S. Corporate Partners, LLLP as provided below.

5. NO WARRANTY OF PERFORMANCE: U.S. Corporate Partners, LLLP and Corporate Partners Inc. and everyone associated with the creation and supply of this Program do not warrant this Program in any way, nor are the results obtained from using this Program warranted in any way whatsoever. The Program and its documentation are licensed "as is" without warranty as to their performance.

6. LIMITATION OF LIABILITY: Neither U.S. Corporate Partners, LLLP, Corporate Partners Inc. nor anyone who has been involved in the creation, production, or delivery of this Program shall be liable for any direct, incidental, or consequential damages, such as but not limited to, loss of anticipated profits or benefits, resulting from the use of the Program or arising out of any breach of any agreement.

7. TERM: This license is effective until terminated. You may terminate the license at any time by destroying the Program and documentation together with all backup copies, modifications, and merged portions in any form. This license will also terminate if you fail to comply with any term or condition of this License Agreement.

8. ENTIRE AGREEMENT: By opening or loading or use of this Program, you acknowledge that you have read this License Agreement and in every respect agree to its terms and conditions. You further agree this License Agreement is the complete and exclusive expression of all agreements between us.

U.S. Corporate Partners, LLLP
Phone and Fax: (770) 389-8511
159 Glen Eagle Way
McDonough, GA 30253
Email: kwker@mindspring.com



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.