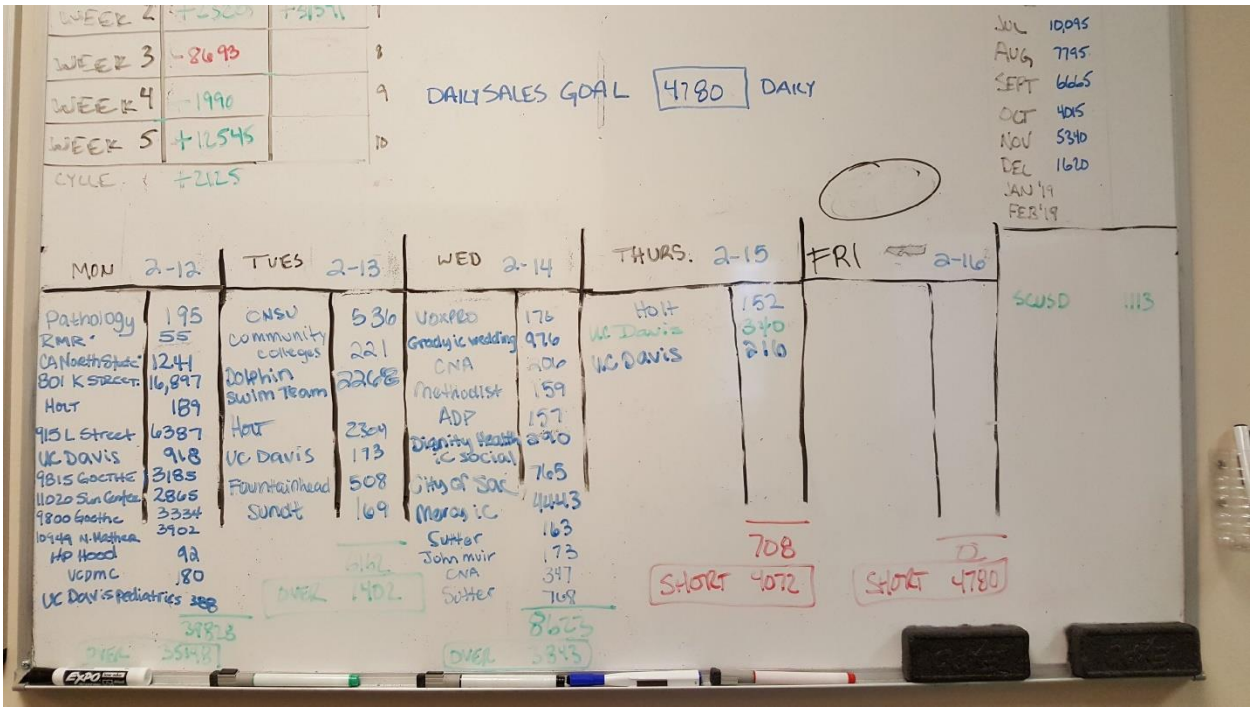
Sales Record Board

Whenever we make a sale, we want to make sure it gets added to the sales record board. This is the whiteboard that is on the wall outside of Rich's office. There are several components to this board that help us track how we are doing financially as a business.



Daily Sales

There is a daily sales goal that we attempt to meet each work day. For the month pictured, it is $4,780. When a sale is confirmed (with a signed contract), it is added to the day of the board that is was closed. We put the company name and the dollar vale sold on the board. So, for instance, if you sold an ice cream social to Imaginary Company on Friday, February 16 for $400, you would write "Imaginary" in the first column and "400" in the second. At the end of the day, the sales are tallied up to see if we have met our daily sales goal. It is important to note that we add sales to the board ON THE DAY THAT THE SALE IS MADE, not on the day that the event occurs. The daily sales goal differs each month. The daily sales goals for each month are written on the top right corner of the board.

Cycle Sales

We also track the dollar volume sold each sales cycle on the top left corner of the board. In this table, we track how much we were over or under our sale goal for each week to see if we are hitting our sales goal for each cycle. These statistics are tracked and recorded by Rich.