

“TOP 50”

Key Performance Indicators (KPI's)

1. Total Sales Revenue (Representative and Customers)
2. New (Representatives and Customers)
3. Lost (Representatives and Customers)
4. Retention Rate (Representatives and Customers)
5. Activity Percentage (Representatives and Customers)
6. Average Order Size (Representatives and Customers)
7. New Preferred (Representatives and Customers)
8. New Auto Ships (Representatives and Customers)
9. Auto Ship Drop Rate (Representatives and Customers)
10. Top 10 Trending Complaints

For additional questions go to: www.DirectSalesExperts.com



CRAIG A. FLEMING
FOUNDER AND CEO

ABOUT DIRECT SALES EXPERTS INC.

Direct Sales Experts is a global Executive Search Firm that specializes in “Leadership Identification”. Their focus is the Direct Sales, Network Marketing, MLM, Party Plan and Social Selling channels. At Direct Sales Experts they have spent a lifetime building relationships with the channel's strongest leaders. By utilizing a network of 50,000 executives, their focus when working for you is to identify, interview, qualify and deliver quickly high performing proven leaders to help grow your business. Many of the world's leading Direct Sales Organizations seek advice and council on Executive Recruiting, leadership development and succession planning.



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TOP

Key Performance Indicators (KPI's)

11. Sales Per Active (Representatives and Customers)
12. Percentage of Active (Representatives and Customers) on Auto Ship
13. Rank Advancements By Titles
14. Working Capital
15. Operating Cash Flow
16. Current Ratio
17. Quick Ratio
18. Cost of Goods Sold
19. Gross, Operating and Net Profit
20. Rate of Recruiting

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Key Performance Indicators (KPI's)

- 21. Recruits Per Recruiter
- 22. Percentage of Recruiters
- 23. Customer to Distributor Ratio
- 24. Percentage of Product Pack Sales
- 25. Fast Start Winners (30, 60 and 90 Days)
- 26. New Representative Activity Rate (30, 60 and 90 Day)
- 27. Application Date to First Order Date
- 28. Percentage of Recruits Who Place An Order in 30, 60 and 90 Days.
- 29. Number of Recruits Who Sell \$1,000 in First 30, 60 and 90 Days.
- 30. Number of Recruits Who Sell \$1,000 and Sponsor 1 Person in First 30, 60 and 90 Days

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Key Performance Indicators (KPI's)

- 31. New Representative Sponsoring Activity (30, 60 and 90 Days)
- 32. Number of New Recruits Who Complete Fast Start Training By Level
- 33. Number of New Recruits Who Complete Compliance Training
- 34. Number of New Recruits Who Complete Product Training
- 35. Customer Loyalty Rate Conversions (30, 60 and 90 Days)
- 36. Average Gamification Points Earned (30, 60 and 90 Days)
- 37. Percentage of New Representatives Completing Replicated Web Sites
- 38. New Product Introduction Sales Per Active (Representative and Customers)
- 39. Percentage of Returns (Representatives and Customers)
- 40. Customer Purchase History

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TOP

FAVORITE QUOTES AND SAYINGS

41. Top 10 Slowest Selling Products
42. Top 10 Best Selling Products
43. Margin Analysis By Product
44. Customer Acquisition History By Distributor
45. Percentage of Gross Commissions over Total Income
46. Actual Gross Commissions over Compensation Plan Maximum Payout
47. LTM Trending Analysis (Last 12 Months Trailing)
48. LTV (Lifetime Value of a Representative and Customer)
49. Inventory Turnover
50. Customer Satisfaction (Net Promoter Score)

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