

Sales Rep 360°  
09/22/2016

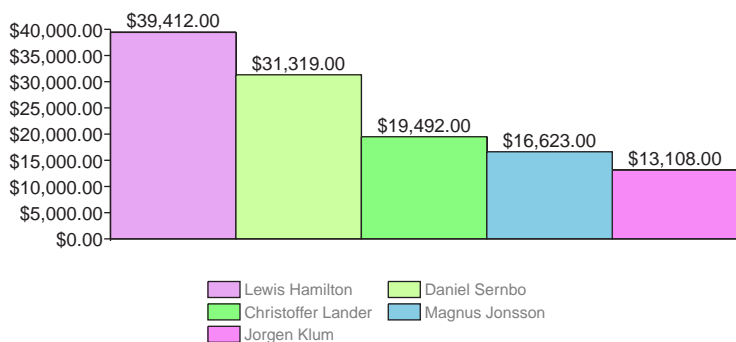
**Sales Rep** Daniel Sernbo  
**Title** Sales Manager  
**Supervisor** Cameron Murdock  
**Birth Date** 08/04/1975  
**Hire date** 04/27/2013  
**Last Review** 05/02/2015



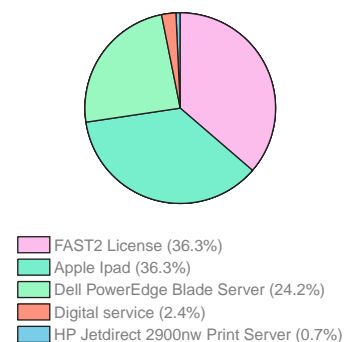
TOP 5 KEY ACCOUNTS	TOTAL	THIS ROLLING 12 MONTHS	PREVIOUS ROLLING 12 MONTHS	CHANGE
Altima Technology	793651.69	150.00	793501.69	-99.981%
Norman Inc	61537.47	49029.86	12507.62	292%
Eldbolaget AB	22651.29	10143.68	12507.62	-18.9%
Svensk Säkerhetstjänst AB	21405.53	11924.76	9480.77	25.778%
Svenska Integrationer AB	3164.43	1851.13	1313.30	40.953%

SALES BY SALES REP				
Indicator	Period	Current	Previous	Change
Sales	This Fiscal Year vs Last Fiscal Year	31319.00	20012.00	56.501%
Unbilled Sales Orders	This Fiscal Year	11006.70		
Open Estimates (Weighted)	This Fiscal Year	1100.67		
Open opportunities (Weighted)	This Fiscal Year	2601.58		
Forecast vs Actual	Forecast This Fiscal Year vs Sales Last Fiscal Year	46,027.95	20012.00	130.002%

COMPANY TOP 5 SALES REPS - ROLLING 12 MONTHS



TOP 5 ITEM - ROLLING 12 MONTHS



ACTIVITIES BY SALES REP				
Indicator	Period	Current	Previous	Change
Completed Phone calls	This Fiscal Year vs Last Fiscal Year	2	4	-50%
Completed Events	This Fiscal Year vs Last Fiscal Year	9	0	N/A
Total nr of Activities	This Fiscal Year vs Last Fiscal Year	11	4	175%

LEAD CONVERSION RATE				
Indicator	Period	Current	Previous	Change
Lead Conversion	This Fiscal Year vs Last Fiscal Year	1	0	N/A

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