

DO YOU KNOW YOUR HOURLY TRAFFIC?

Showroom : City : State :

Week Ending :

Traffic Date	05/30/2004	05/31/2004	06/01/2004	06/02/2004	06/03/2004	06/04/2004	06/05/2004	
Traffic Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total Traffic
10:00	0	9	6	0	0	0	0	15
11:00	0	10	4	3	1	0	4	22
12:00	5	13	3	5	0	2	7	35
13:00	5	14	3	3	0	0	10	35
14:00	10	24	4	1	4	0	4	47
15:00	9	0	0	1	5	1	18	34
16:00	8	13	7	0	2	5	10	45
17:00	1	1	0	2	0	0	0	4
18:00	0	0	0	1	1	2	0	4
19:00	0	0	2	1	0	0	0	3
20:00	0	0	0	0	0	3	0	3
21:00	0	0	0	0	0	0	0	0
Total Traffic	38	84	29	17	13	13	53	247

Our Traffic Counter has a four second delay so it counts a family of four as one count. People are invisible when they leave and it automatically subtracts for the mailman and employees coming and going.

ARE YOU STAFFED TO MEET YOUR TRAFFIC FLOW?

Begin Date : End Date : Showroom :

	Traffic Date	Traffic Time	Number of Employees	Number of Opportunities	Sales Time Required (Hrs)	Number Customers Possibly Missed	Number Salespeople Needed
Edit	06/05/2004	10:00	8	0	0	0	0
Edit	06/05/2004	11:00	8	4	2.0	0	0
Edit	06/05/2004	12:00	8	7	3.5	0	0
Edit	06/05/2004	13:00	8	10	5.0	0	0
Edit	06/05/2004	14:00	8	4	2.0	0	0
Edit	06/05/2004	15:00	7	18	9.0	4	2.00
Edit	06/05/2004	16:00	7	10	5.0	0	0
Edit	06/05/2004	17:00	0	0	0	0	0
Edit	06/05/2004	18:00	0	0	0	0	0
Edit	06/05/2004	19:00	0	0	0	0	0
Edit	06/05/2004	20:00	0	0	0	0	0
Edit	06/05/2004	21:00	0	0	0	0	0
Edit	Totals :		54	53	26.5	4	2.00

This report tracks how many customers did not buy and of those how many did you get both a phone number and an address. The goal should be 50% on the last column.

IGE - Information Gathering Efficiency for customers that were not sold

Total Traffic Count for this period was 975

Sales Person	Total Opportunities	Customers Sold	Customers Sold %	Customers Not Sold	Customers Not Sold %	Phone Only	Phone Only %	Address Only	Address Only %	Both Entered	Both Entered %
Alice	87	23	26%	64	73%	11	17%	12	18%	11	17%
Bud	54	10	18%	44	81%	36	81%	36	81%	36	81%
Christie	67	22	32%	45	67%	46	102%	47	104%	46	102%
David	79	21	26%	58	73%	24	41%	24	41%	23	39%
Denise	68	19	27%	49	72%	40	81%	42	85%	40	81%
House	3	2	66%	1	33%	0	0%	0	0%	0	0%
Mila	86	24	27%	62	72%	26	41%	33	53%	23	37%
Nancy	78	12	15%	66	84%	37	56%	38	57%	36	54%
Phil	2	1	50%	1	50%	1	100%	1	100%	1	100%
Joe D	96	19	19%	77	80%	39	50%	44	57%	38	49%
John-T	89	28	31%	61	68%	29	47%	19	31%	18	29%
Totals :	709	181	25%	528	74%	289	54%	296	56%	272	51%

CAN YOU IDENTIFY ALL OF THIS INFORMATION WITH ACCURACY?

Revenue Per Opportunity ~ Traffic Counts ~ Closing Ratio

Weekly
 Monthly
 Quarterly
 Yearly

Week Ending :
 Showroom :

[Refresh](#)

Sort By Date



Sort By Day

You have 12839.00 Sft of selling space
MTD Dollar Volume per Sft : \$294.44
YTD Dollar Volume per Sft : \$333.48

	Traffic Date	Day	Upboard RPU	Traffic TRAX RPU	Upboard Opps	Traffic TRAX Opps	Mail Man Factor	Number of Invoices	Dollar Volume	Average Sales	Upboard Closing Ratio	Traffic TRAX Closing Ratio
Edit	05/30/2004	Sunday	\$398.18	\$366.75	35.0	38	21	10	\$13936.40	\$1393.64	28.57%	26.32%
Edit	05/31/2004	Monday	\$773.62	\$414.44	45.0	84	33	26	\$34813.12	\$1338.97	57.78%	30.95%
Edit	06/01/2004	Tuesday	\$394.20	\$258.27	19.0	29	36	8	\$7489.85	\$936.23	42.11%	27.59%
Edit	06/02/2004	Wednesday	\$614.56	\$506.11	14.0	17	36	10	\$8603.90	\$860.39	71.43%	58.82%
Edit	06/03/2004	Thursday	\$356.97	\$466.81	17.0	13	36	9	\$6068.50	\$674.28	52.94%	69.23%
Edit	06/04/2004	Friday	\$57.07	\$61.46	14.0	13	36	1	\$799.00	\$799.00	7.14%	7.69%
Edit	06/05/2004	Saturday	\$289.13	\$229.12	42.0	53	36	11	\$12143.30	\$1103.94	26.19%	20.75%
Edit	Totals :		\$450.83	\$339.49	186.0	247	234	75	\$83854.07	\$1118.05	40.32%	30.36%

DO YOU KNOW YOUR OVERALL STORE PERFORMANCE AND INDIVIDUAL SALES PERSON PERFORMANCE?

Begin Date : End Date : Showroom :

Advertising Analysis for Previous Month : May 2004

Total Advertising Expense : \$17394.11 **** Avg Advertising Cost per Opportunity : \$93.02 **** Avg Advertising Cost per Sale : \$263.55

You have 12839.00 Sft of selling space and your MTD Dollar Volume per Sft : \$294.44 , YTD Dollar Volume per Sft : \$333.48

Total Traffic Count for this period was 221

Sales Person	Revenue Per Up	Hours	Total Sales	# Sales	# Items	# Opps	Closing Ratio	# Pers Trade	Pers Trade Ratio	# Warr	Warr Amount	Warr Ratio	% to Total Sales	# Acc	Accs Net Amt	Accs Ratio	# Sketch Made	Sketch \$	Sketch Dollar Ratio	Sketch Closing Ratio	# House Calls	House Calls \$	House Calls Dollar Ratio	House Calls Closing Ratio	Average Sales	Items Per Sale
Shar-D	\$651.64	30.0	\$11729.45	9.0	21.0	18.0	50.0%	2	11.11%	4.0	\$622.95	44.44%	5.3%	2.0	\$1346.00	22.22%	1.0	\$0.00	0.00%	0.00%	0	\$0.00	0.00%	0.00%	\$1303.27	2.33
Shar-T	\$496.64	41.0	\$11174.40	7.5	13.0	22.5	33.3%	2	8.89%	5.0	\$562.90	66.67%	5.0%	0	\$0.00	0.00%	0	\$0.00	0.00%	0.00%	0	\$0.00	0.00%	0.00%	\$1489.92	1.73
Denise	\$328.62	30.0	\$7886.80	9.0	43.0	24.0	37.5%	3	12.50%	5.0	\$556.80	55.56%	5.3%	0	\$0.00	0.00%	0	\$0.00	0.00%	0.00%	0	\$0.00	0.00%	0.00%	\$876.31	4.78
David	\$605.90	29.0	\$8482.65	5.0	11.0	14.0	35.7%	0	0.00%	2.0	\$239.00	40.00%	2.8%	0	\$0.00	0.00%	0	\$0.00	0.00%	0.00%	0	\$0.00	0.00%	0.00%	\$1696.53	2.20
Alice	\$1004.12	21.0	\$8032.95	4.0	9.0	8.0	50.0%	0	0.00%	2.0	\$296.95	50.00%	3.7%	0	\$0.00	0.00%	2.0	\$7148.95	89.00%	100.00%	0	\$0.00	0.00%	0.00%	\$2008.24	2.25
Phil	\$1696.50	12.0	\$6786.00	3.0	11.0	4.0	75.0%	1	25.00%	2.0	\$338.00	66.67%	5.0%	0	\$0.00	0.00%	2.0	\$5071.00	74.73%	50.00%	0	\$0.00	0.00%	0.00%	\$2262.00	3.67
Christie	\$544.41	36.0	\$6532.95	5.0	9.0	12.0	41.7%	4	33.33%	3.0	\$345.95	60.00%	5.3%	0	\$0.00	0.00%	3.0	\$4723.00	72.30%	100.00%	0	\$0.00	0.00%	0.00%	\$1306.59	1.80
Bud	\$299.64	37.0	\$5843.05	7.5	9.0	19.5	38.5%	1	5.13%	4.0	\$255.95	53.33%	4.4%	0	\$0.00	0.00%	0	\$0.00	0.00%	0.00%	0	\$0.00	0.00%	0.00%	\$779.07	1.20
Mila	\$131.65	37.0	\$3027.95	5.0	12.0	23.0	21.7%	2	8.70%	4.0	\$392.95	80.00%	7.8%	0	\$0.00	0.00%	2.0	\$2062.00	68.10%	50.00%	0	\$0.00	0.00%	0.00%	\$605.59	2.40
Nancy	\$130.61	40.0	\$3004.05	5.0	6.0	23.0	21.7%	2	8.70%	4.0	\$256.95	80.00%	6.3%	0	\$0.00	0.00%	0	\$0.00	0.00%	0.00%	0	\$0.00	0.00%	0.00%	\$600.81	1.20
hse	\$0.00	0	\$0.00	0	0	0	0.0%	0	0.00%	0	\$0.00	0.00%	0.0%	0	\$0.00	0.00%	0	\$0.00	0.00%	0.00%	0	\$0.00	0.00%	0.00%	\$0.00	0
Totals :	\$431.55	313.0	\$72500.25	60.0	144.0	168.0	35.7%	17	10.31%	35.0	\$3868.40	58.33%	4.6%	2.0	\$1346.00	3.33%	10.0	\$19004.95	26.21%	70.00%	0	\$0.00	0.00%	0.00%	\$1208.34	2.40

CAN YOU DO ALL THIS TODAY?

TRAFFIC TRACKING –

- ❑ *Hourly Traffic Counts*
- ❑ *Staffing Ratios*
- ❑ *Closing Ratios & Revenue Per Opportunity*
- ❑ *Weekly Traffic Comparisons*

CUSTOMER RELATIONSHIP MANAGEMENT & SALES FORCE AUTOMATION (CRM/SFA) –

- ❑ *Automate Sales Force and Track Individual Activity & Performance*
- ❑ *Manage Sold and Unsold Customer Follow Up Activities*
- ❑ *Automatically Generate Direct Mail Marketing Campaigns to Sold & Unsold Customers*
- ❑ *Identify Which Forms of Advertising are Working Best for Your Company*
- ❑ *Identify Which Products Your Customers are Looking At & Which Products They Buy*
- ❑ *Identify Reasons Why Your Customers Did Not Buy*
- ❑ *Overcome Unsold Customer Objections & Influence Their Prompt Return to Your Store*
- ❑ *Improve Customer Satisfaction & Confidence*
- ❑ *Close More Sales – Faster!*

**TRAX CAN DO ALL THIS & MORE WITH A SYSTEM THAT PAYS FOR ITSELF WITHIN THE FIRST
MONTH AND IS GUARANTEED TO
INCREASE REVENUES BY \$5,000 PER MONTH, PER SALES PERSON
OR WE'LL BUY THE SYSTEM BACK!**

CUSTOMER TRAFFIC FLOW - IT IS YOUR PAST, PRESENT & FUTURE! KNOW IT – PROTECT IT – AND USE IT WISELY.

How many customers visit your furniture store and do not purchase? Do you know your company's *true* closing ratio? What are you doing to measure performance & improve your bottom line?

Statistical experts believe that if you can't measure something, then you can't improve it. While many retailers in the past have focused on managing stores by sales volume, the true measurement is via traffic flow. Management by sales doesn't tell you if you maximized your traffic flow to generate the best possible sales results.

For example,

Assume that Store A has the same sales volume and # of sales as Store B, however Store B has twice the traffic flow as Store A. If that was the case, then Store B is actually operating at ½ the efficiency of Store A.

If a company was measuring performance based on sales volume, then both stores would "rate" the same, however the reality is that Store B should be generating significantly higher sales. Without accurately knowing your traffic count you will never be able to identify the performance issue – much less implement changes to correct it.

Through extensive research, retail industry experts have estimated that the average "Big Ticket" retailers closes at about 20% or below and that many Mass Merchants close or convert over 50% of their traffic into sales. The bottom line is that there are only two ways to increase closing or conversion rates:

1. Get more traffic through your front door, and
2. Do more with the traffic you have.

While advertising may be the key to bringing more people through your doors, the question remains, are you staffed and organized to manage that increased traffic flow ? The simplest and most accurate way to "do more with your traffic" is to:

1. First identify your customer traffic and flow pattern, and
2. Implement best practices to improve on your closing or conversion ratio.

TRAX offers your company the tools to do both! Starting with our Traffic Tracking(TT) solution, TRAX can identify your hourly traffic count and compare that with your staffing schedule to insure that you have sufficient staff on hand to meet the actual flow. In addition your daily traffic, when compared with your daily sales and sales volume will provide you a true measurement in overall store performance on both a percentage basis and a monetary basis (revenue per opportunity).

Our Triple Lens Traffic counter can be easily installed by anyone and has been proven to meet above average accuracy standards. Our device has been thoroughly tested and demonstrates 97%-98% accuracy when compared with manual counts. This far exceeds the accuracy standards of other traffic counters on the market. In addition, our pricing is very aggressive. Normally our cost is ¼ of what you might expect from a company with a product that does less.

In addition, our Traffic Tracking system can be combined with our Customer Relationship Management and Sales Force Automation (CRM/SFA) system to dramatically improve store operations, increase revenues and insure higher profit margins.

Our CRM/SFA automates many of the industry "best practices" and is being used by thousands of retailers today with a proven track record of success! In fact, our CRM/SFA system comes with a performance guarantee that each of your salespeople will generate an additional \$5000 per month in revenues within 90 days or you can return the system!

Call us today at 888-646-5462 for a free 20-30 minute demonstration or visit our website at www.traxsales.com and get your stores on the road to improved performance today!