

WORKSHEET SALES & SUPPORT

STRATEGY MADE
VISIBLE
TANGIBLE
INDISPENSABLE

A Strategy
 Storyboard
 System

Sales

Service

Top Service Calls

- 1.
- 2.
- 3.
- 4.
- 5.

Top Complaints

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Distribution Channels

CHANNEL	PRODUCTS	VOL.	CAC	QTY	CONV. RATE
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					

Repeat Customers

CUSTOMER	LAST SALE	TLCS
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		

Win/Loss Analysis

CUSTOMER			

New Customers

CUSTOMER	PRODUCT	\$
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		

Customer Support

First Cal Resolution		
Response Time		
Churn		
Service Calls		
Breakdowns		
Maintenance		
Net Promoter		