**Drop-Off**

These accounts are mostlikely buying from the competition.

* Accounts are selected where merchandise sales have either declined by **10%** or dropped by **$2,000** prior year.
* Ideally, the 2 month average should be positive and higher than the prior 3 months.

### Early Warning

These accounts have likely started to buy from the competition.

* Accounts are selected where the average past 2 months of Merchandise sales are lower than the prior 3 months’ average.
* Accounts will be removed from this list automatically after sales increase.

### Under $10 k Focus Accounts

Page 3 includes 2017 Under $10,000 focus accounts *(Medical – Under $2,500 and $2.5-6,000)*

For each account we have included

* YTD Merchandise Sales
* YTD GP$
* GP$ growth over Prior Year

|  |
| --- |
| Focus Feedback Form A separate Excel Form is supplied to the FSC to enable them to respond with their monthly action plan commentary for the customers listed. This information will be reviewed by the sales support team and incorporated into their next report.  Completed forms are to be emailed to [sales.support@henryschein.ca](mailto:sales.support@henryschein.ca) by the 21st of every month. |

You are to work with your FSCs to determine the most effective way to use this report to MAINTAIN and GROW our business.

**Business Reporting Team** | Henry Schein - Canada | Corporate Office | [BusinessReporting.Canada@Henryschein.ca](mailto:BusinessReporting.Canada@Henryschein.ca)