



Driving Growth: Unleashing Insights from Axon's Car Sales Data

Sales Insights by Gangula Vishwas

Agenda

What this report will cover

- Wins and Highlights
- Summary of Sales Activities
- Summary of Sales KPLS
- Sales Forecasts
- New Sales Goals
- Announcements and Remainders



**We gained
twenty four
new
customers.**



**We have 97
repeat
customers.**



**F/A 18 Hornet
1/72 is top
performing
product.**

Summary of Sales Activities

What we're working on





Sales Performance by Car Model

1992 Ferrari 360 Spider Red has highest total sales of \$276K followed by 2001 Ferrari Enzo which has total sales of \$190K.

Sales Performance by Region

USA has highest total sales of \$3.27M followed by \$1.1M.

Sales Growth Rate Analysis

Sales growth rate of 110.95% over 3 years has been observed.



Summary of Sales KPIs

Whether we met our targets

New Customers 24

Newly acquired customers YTD goal : 112
(97 retained customers + 15% growth),
and as we already have 24 new
customers, we would need to acquire an
additional $112 - 24 = 88$ new customers.

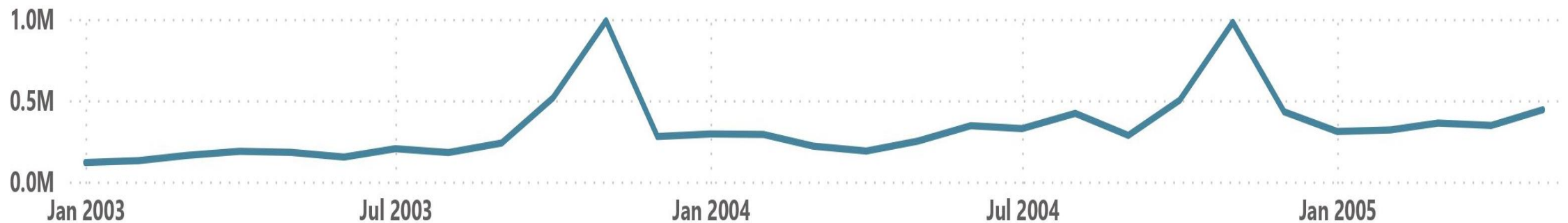


Revenue

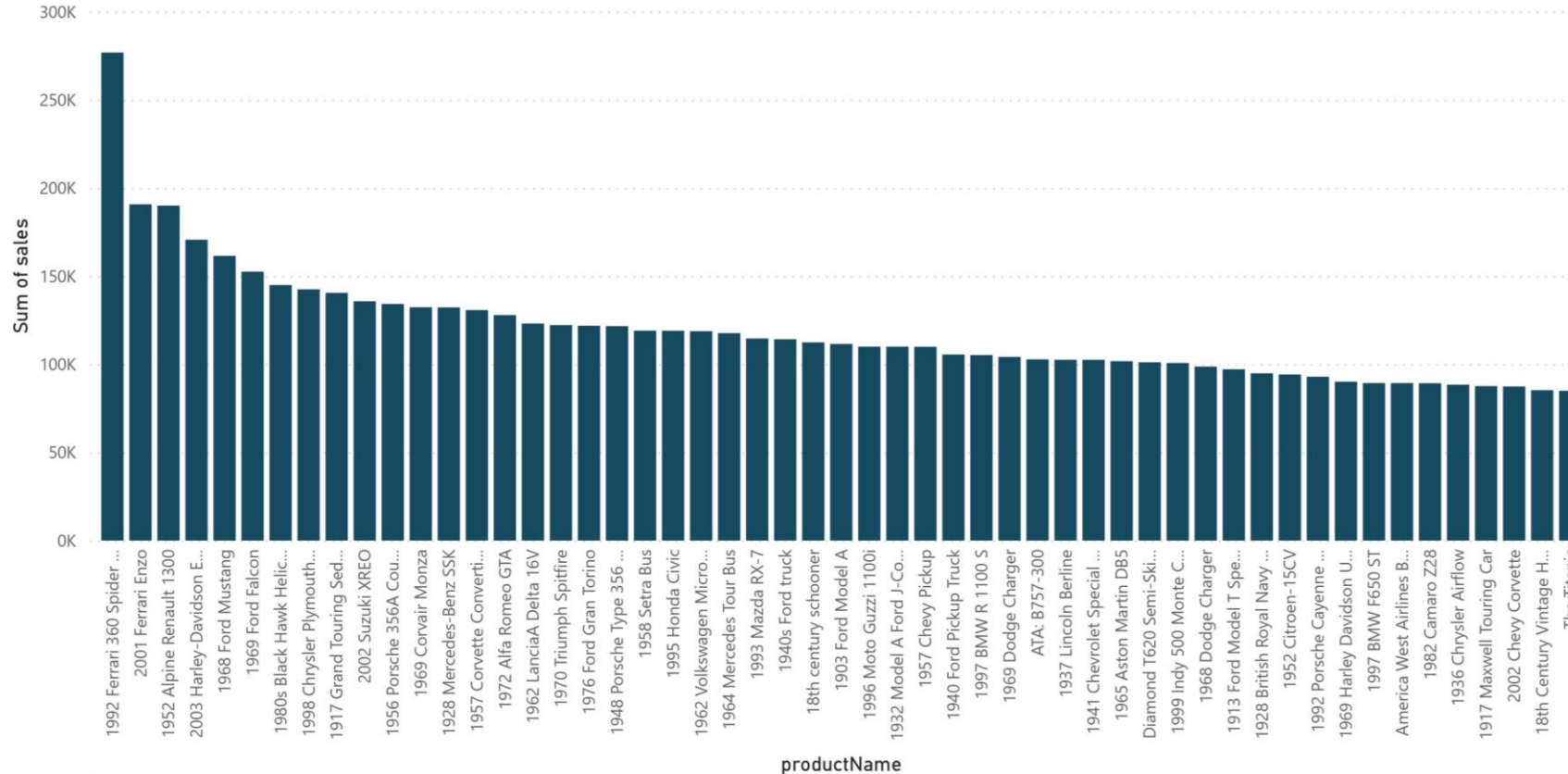
Current month sales

Compared to the previous year, 2005 saw a \$5.5M decrease in revenue.

Sum of sales by Year and Month



Sum of sales by productName



Projected Growth

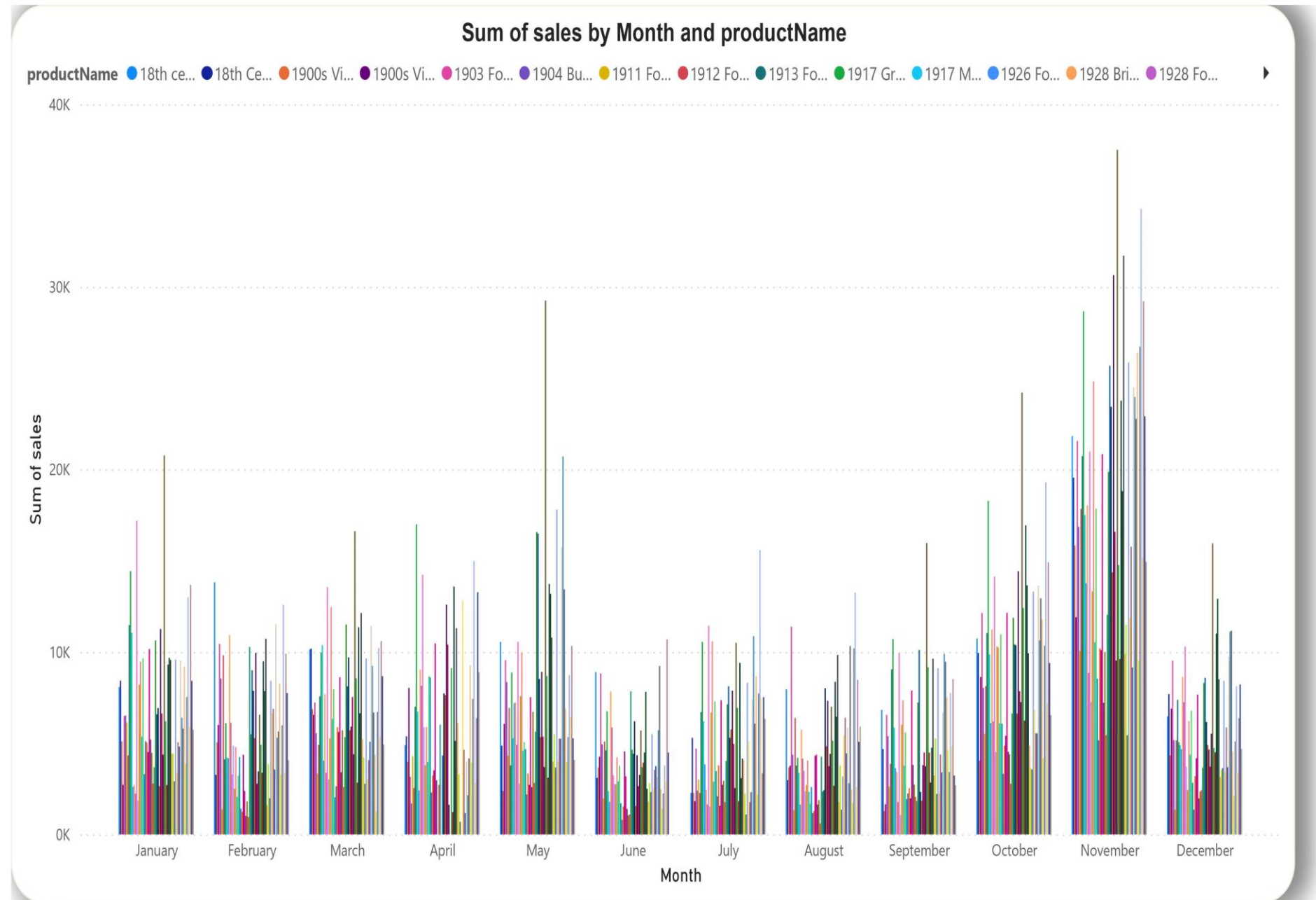
Monthly sales projection

We expect growth at a rate of at least 0.10% in the next five months.

Profit

Monthly sales growth

Our monthly sales has seen an abrupt decrease in the month of December after increasing in the previous three months.



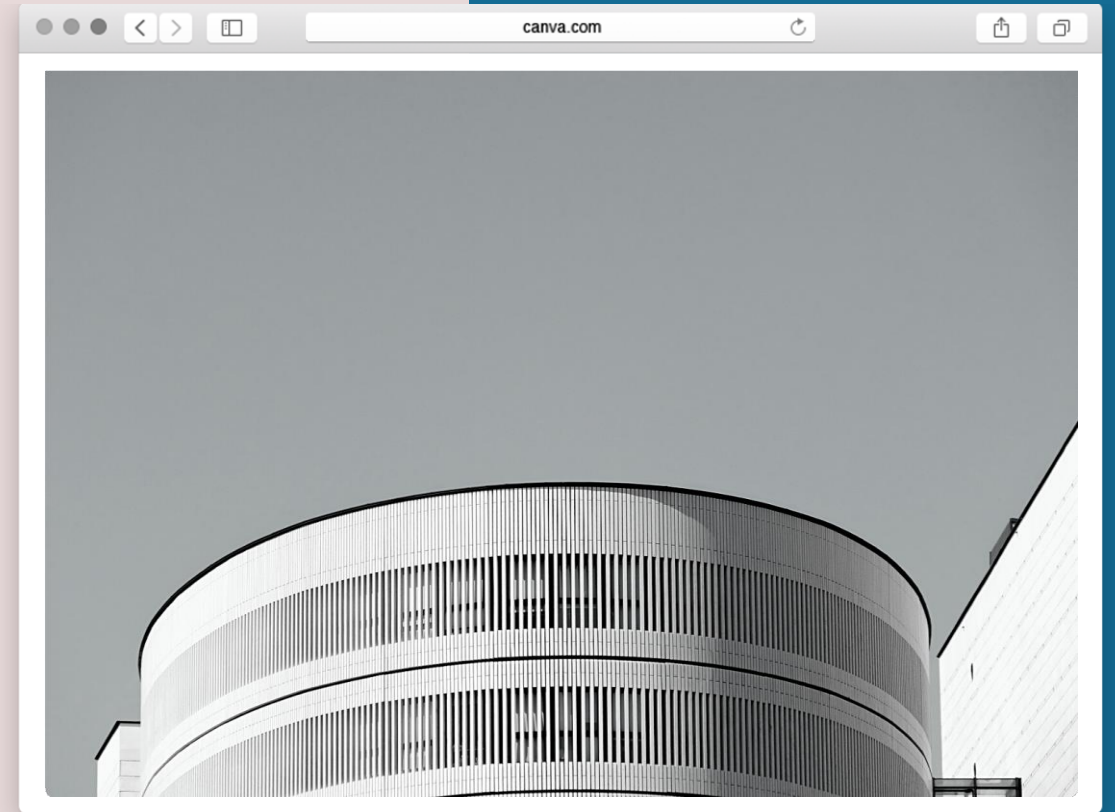
Services Pricing

We offer several pricing plans, depending on the size of your business.

Services and pricing	Solo Customers	Micro	Small	Mid-Size	Enterprise
Classic Car Consultation Service	\$100/hour	\$100/hour	\$100/hour	\$100/hour	\$100/hour
Classic Car Restoration Service	\$5000/car	\$5000/car	\$5000/car	\$5000/car	\$5000/car
Classic Car Sales Service	Not available	\$2000/car	\$2000/car	\$2000/car	\$2000/car
Classic Car Financing Service	Not available	Not available	Not available	\$500/application	\$500/application
Classic Car Events and Experiences Service	Not available	Not available	Not available	\$1000/event	\$1000/event

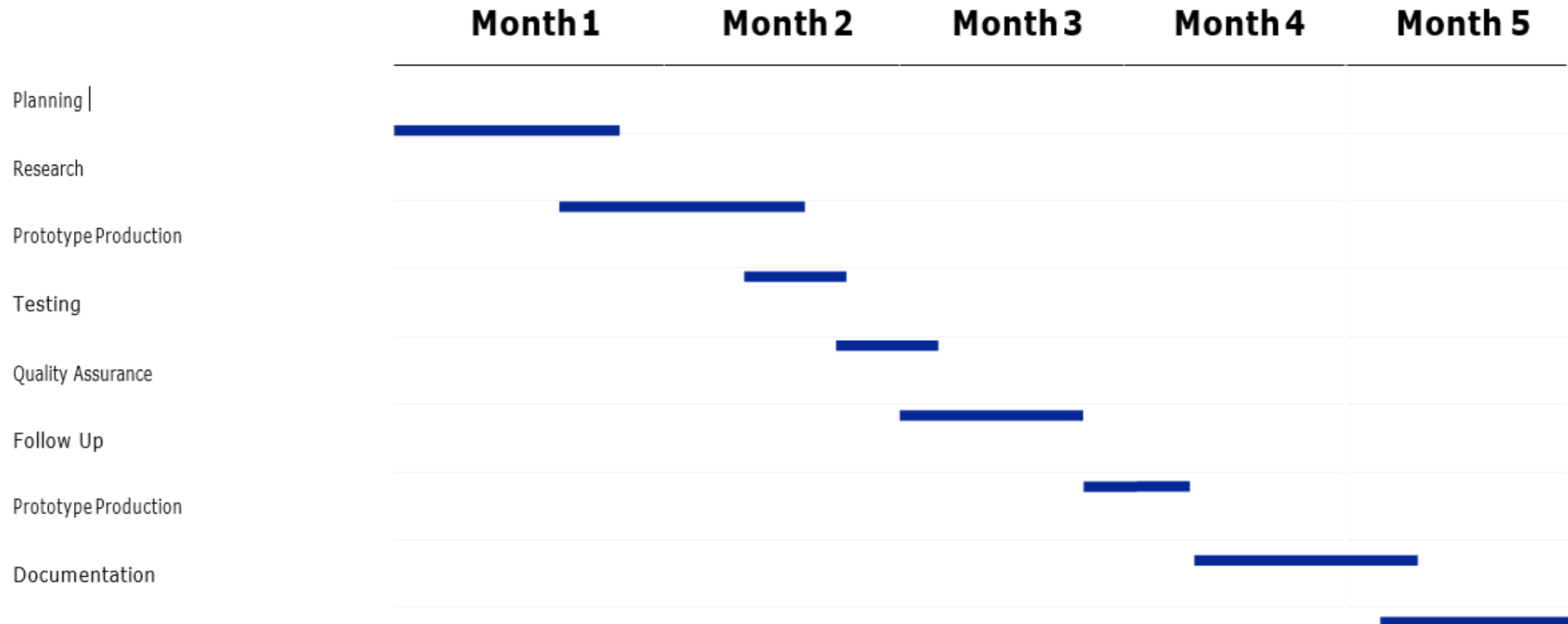
Sales Forecasts

Where we are headed



Sales Timeline

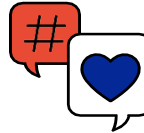
Phase 1 of 2006 Digital Sales Campaign



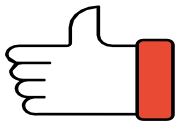
New Sales Goals



Achieve \$2,000,000 in sales revenue by the end of the calendar year



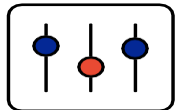
Generate \$500,000 in sales from upselling and cross-selling to existing customers by the end of Q2.



Increase the customer base by acquiring 50 new customers by the end of Q3



Secure 5 new dealership partnerships by the end of the calendar year



Increase the average order value by 10% by implementing effective upselling strategies by February.

Next Steps and Action Items

What we'll work on next month

01

Target large enterprises.

02

Retrain low-performing coordinators.

03

Implement the new CRM system.

04

Assign high performers to new territories.

05

Present 2006 targets at annual staff meeting.

The Sales Team

Helping the company surpass its sales goals

Diane Murphy President	Mary Patterson VP Sales	Jeff Firrelli VP Marketing	William Patterson Sales Manager(APAC)
Gerard Bondur Sales Manager(EMEA)	Anthony Bow Sales Manager(NA)	Leslie Jennings Sales Rep	Leslie Thompson Sales Rep
Julie Firrelli Sales Rep	Steve Patterson Sales Rep	Foon Yue Tseng Sales Rep	George Vanaurf Sales Rep
Loui Bondur Sales Rep	Gerard Hernandez Sales Rep	Pamela Castillo Sales Rep	Larry Bot Sales Rep
Barry Jones Sales Rep	Andy Fitter Sales Rep	Peter Marsh Sales Rep	Tom King Sales Rep
Mami Nishi Sales Rep	Yoshimi Kato Sales Rep	Martin Gerard Sales Rep	

Thank you!