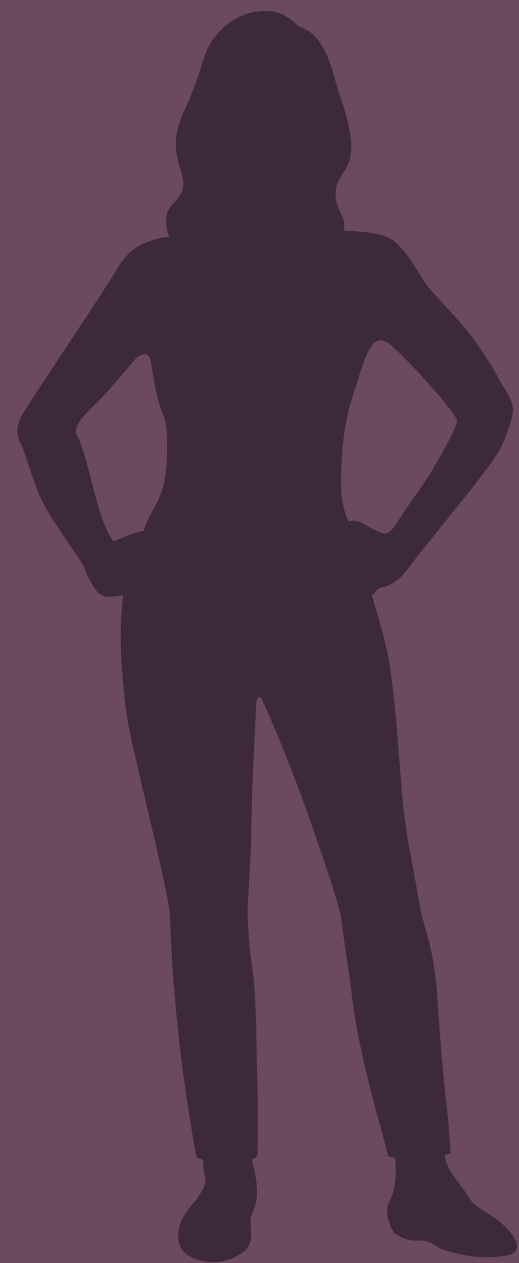


# SELLING THE DREAM-WORTHY REALITY

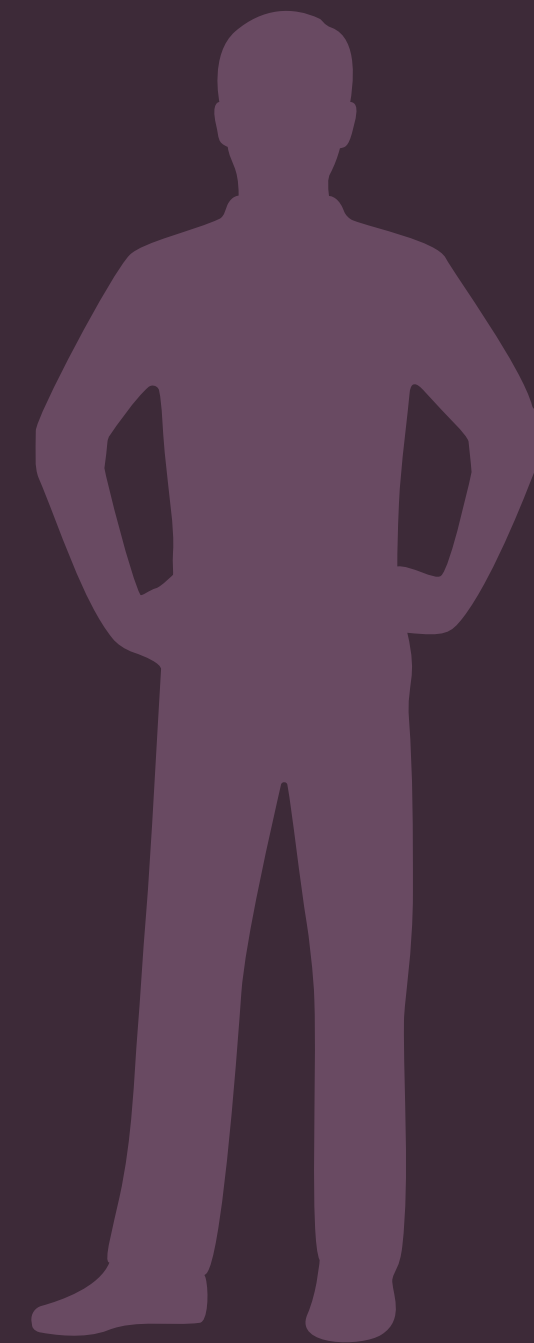
---

*who are we?*

45%

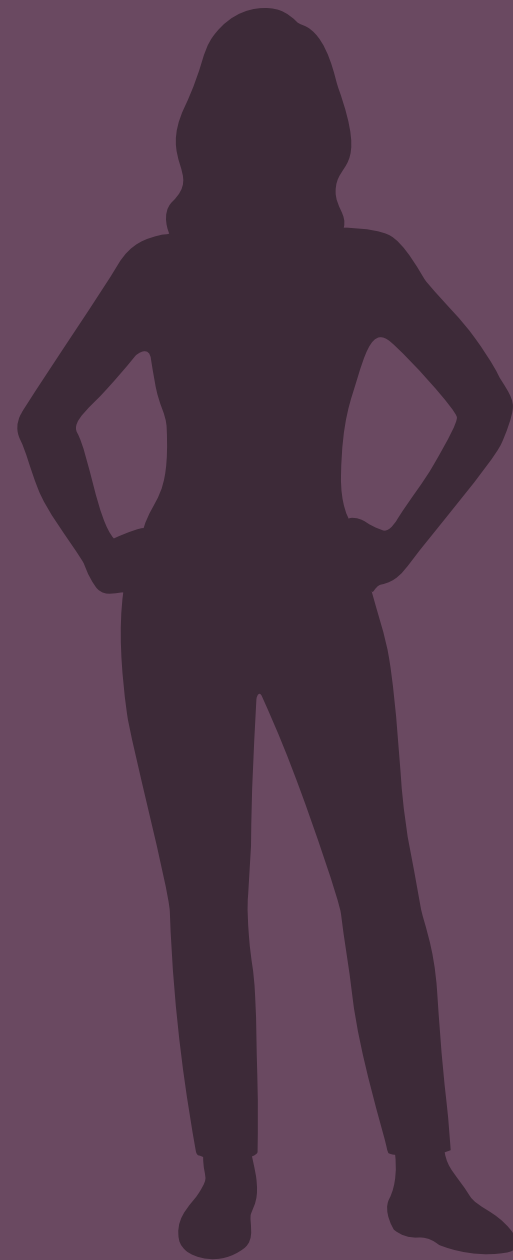


55%

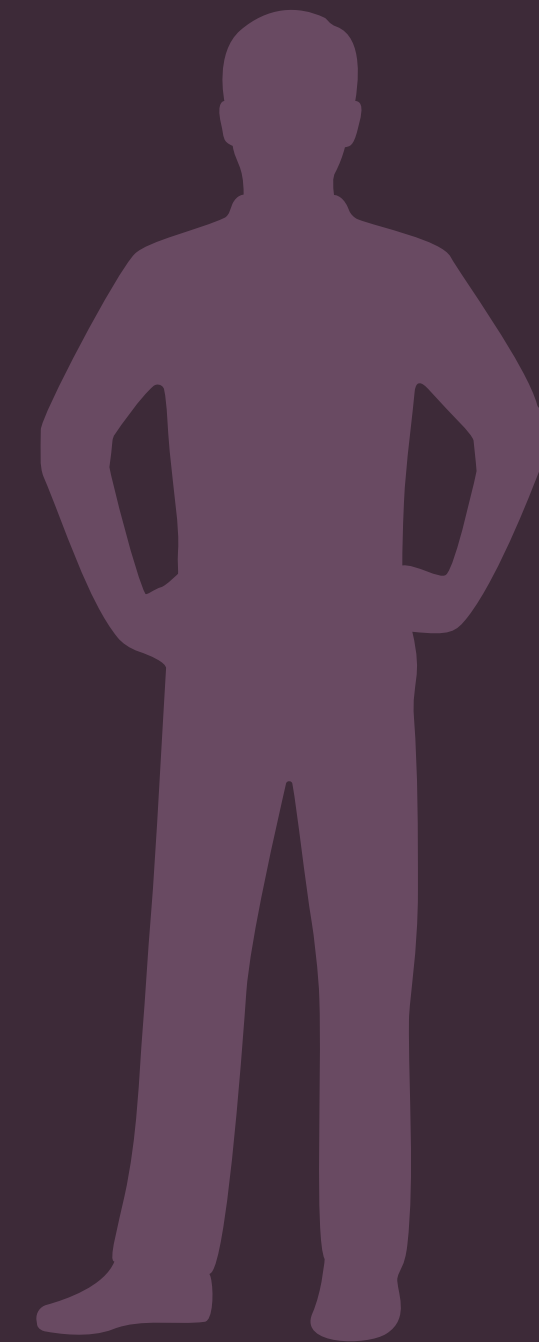


SALES PERSONNEL BY GENDER

26.6 \$/H

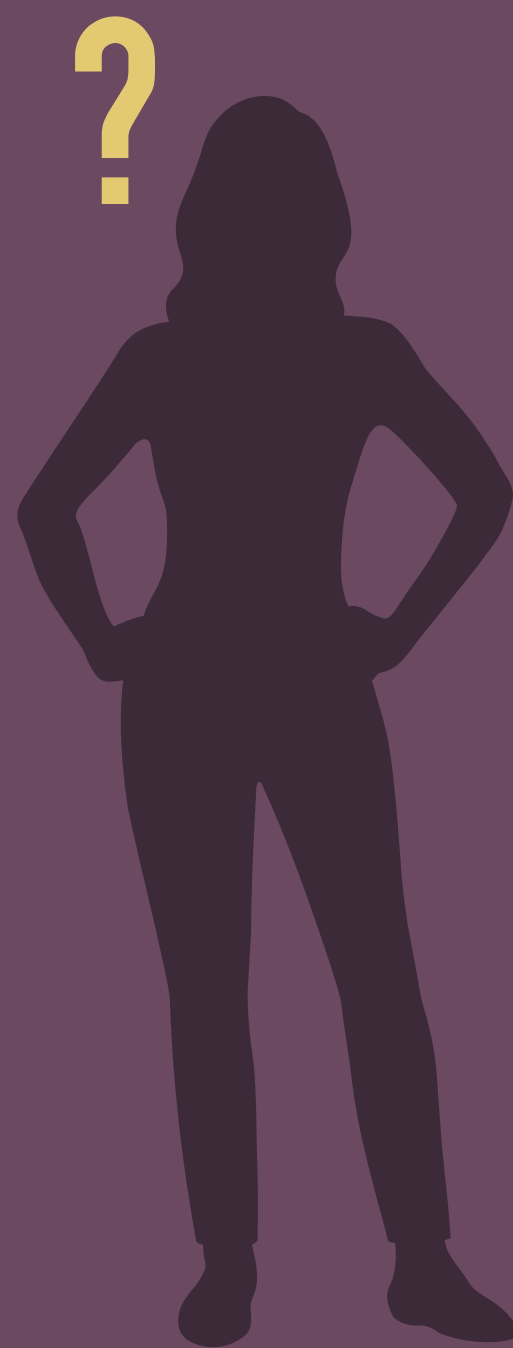


28 \$/H



HOURLY PAY RATE

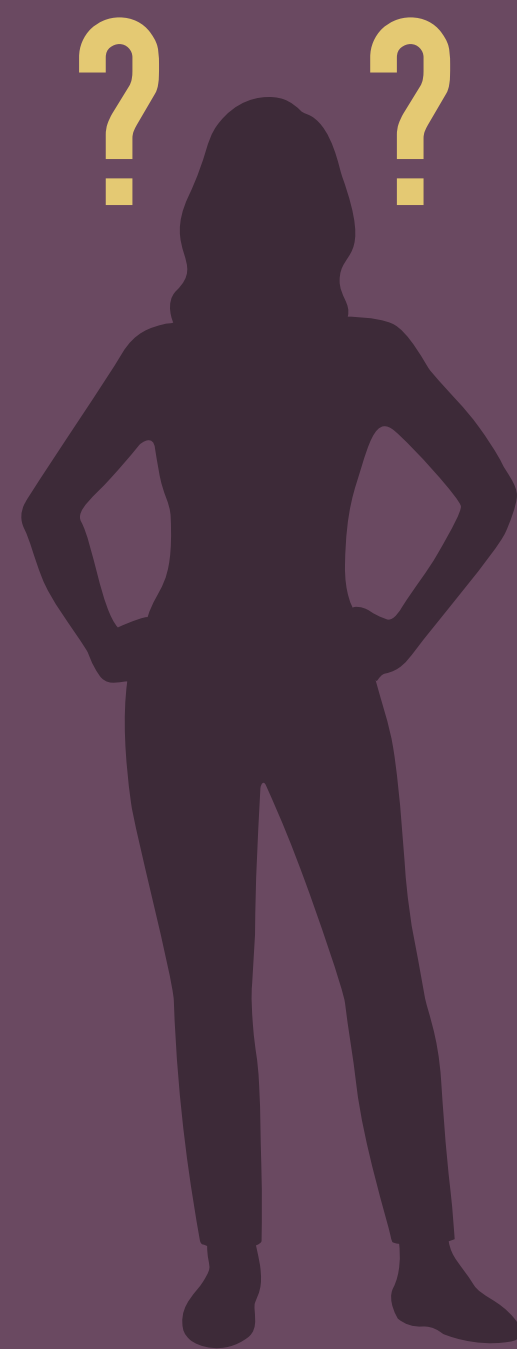
26.6 \$/H



28 \$/H



HOURLY PAY RATE



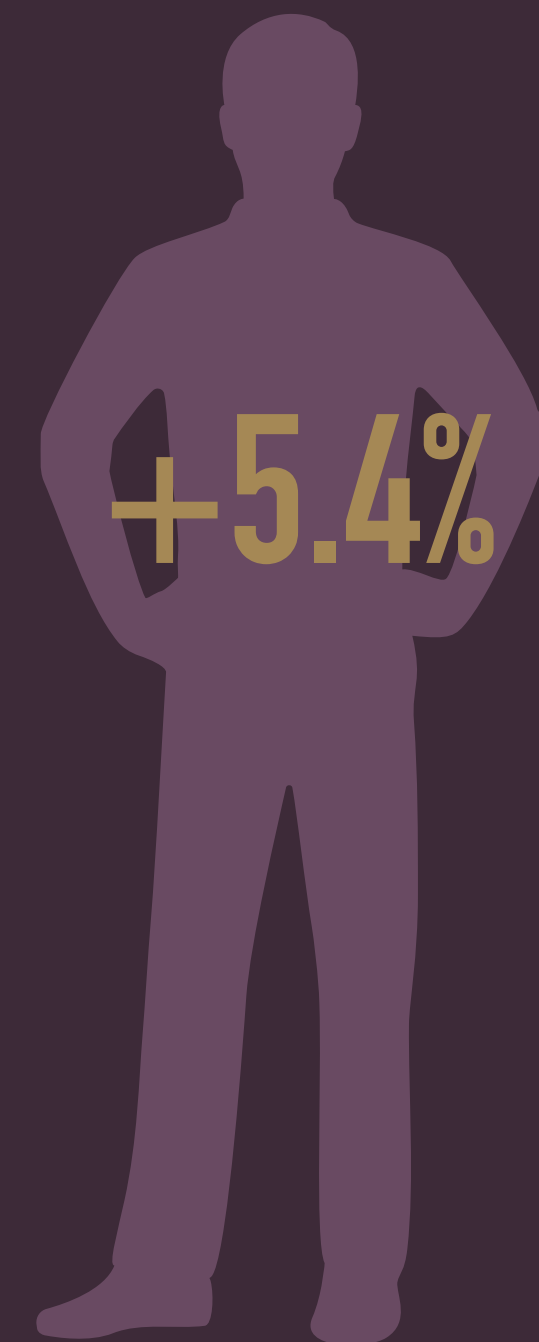
26.6 \$/H

13%

EU WAGE GAP

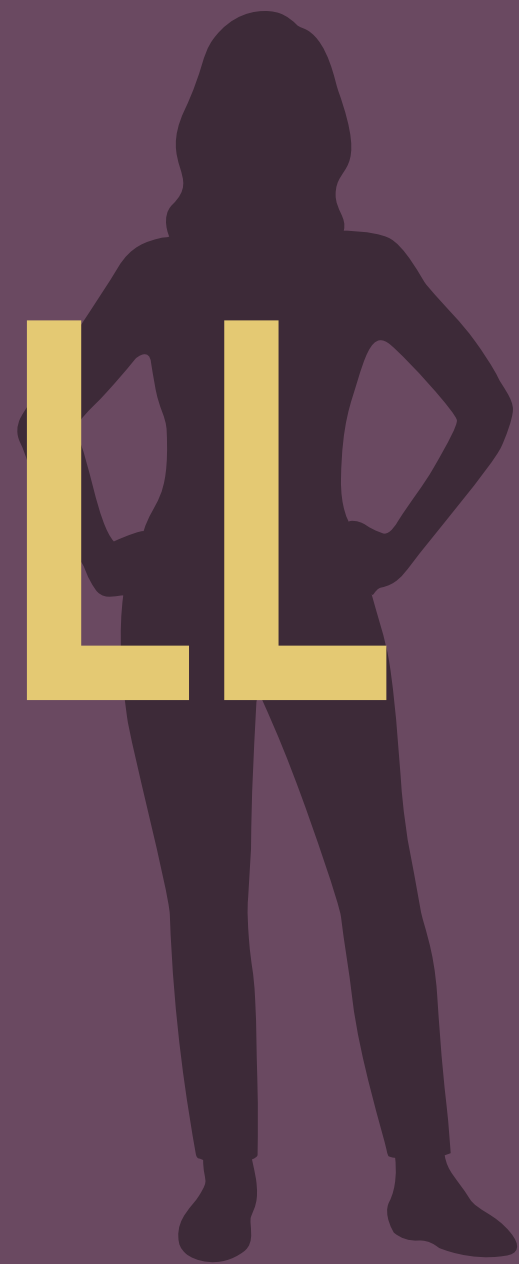


28 \$/H



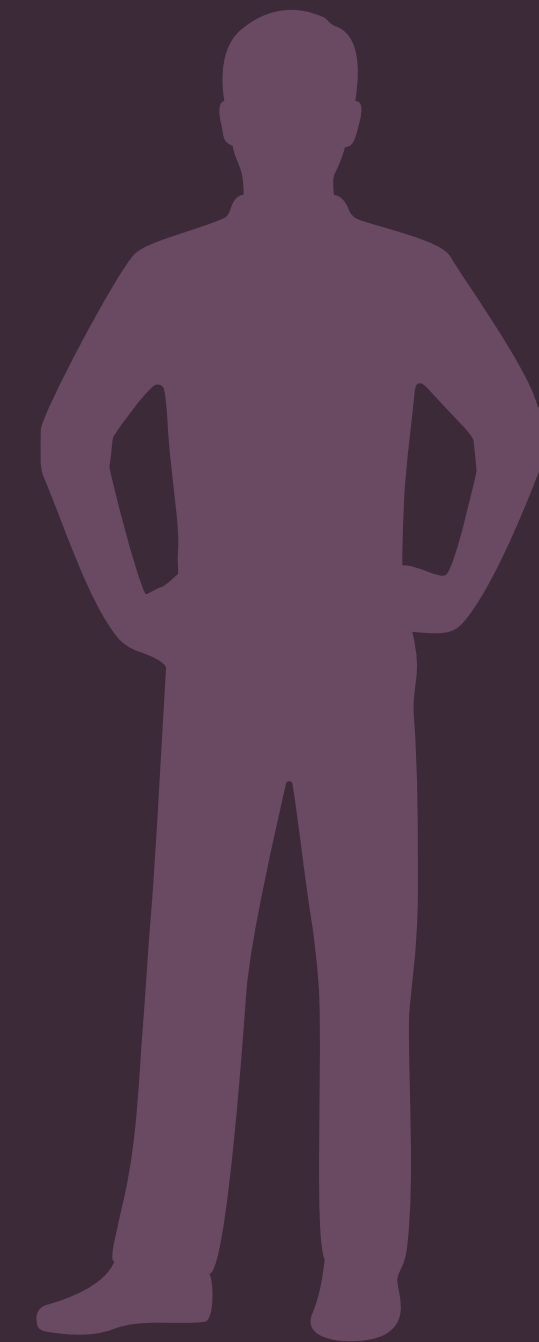
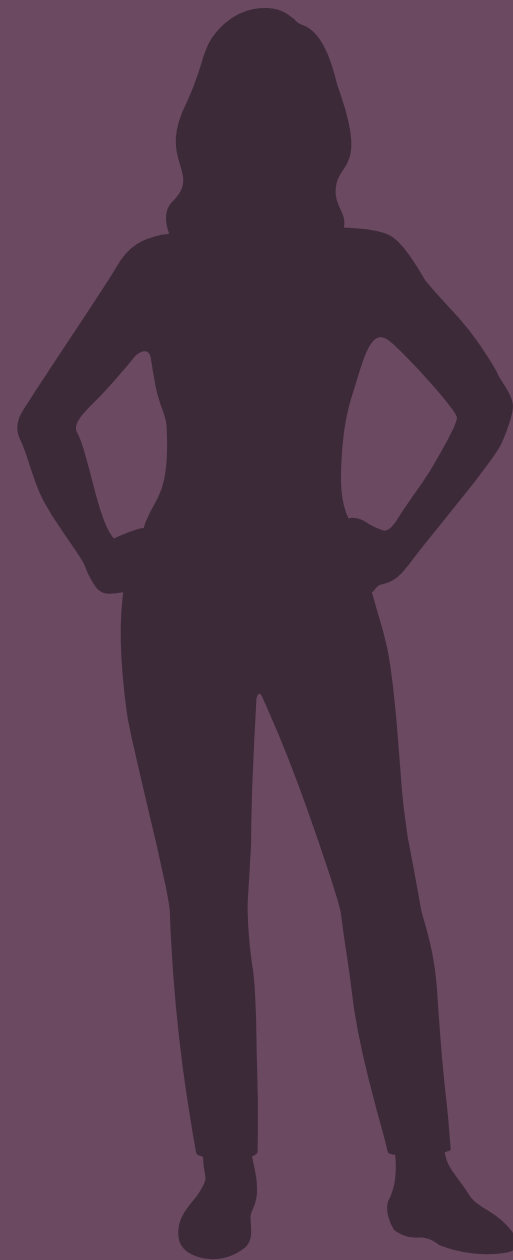
+5.4%

**STILL ROOM TO IMPROVE?**





**PAY RATE IS THE SAME  
PER ROLE**



**WHAT'S THE ISSUE?**



**MORE MALES IN MANAGERIAL ROLES (SALES)**



**BUT WAIT....**



29%



71%



ALL PERSONNEL BY GENDER

19.7 \$/H



17 \$/H



-13.7%

ALL PERSONNEL PAY RATE BY GENDER

19.7 \$/H



17 \$/H



-13.7%

MORE LOW SKILLED MALE WORKERS

ALL PERSONNEL PAY RATE BY GENDER

**WHAT IS OUR MAIN OBJECTIVE?**



**EQUAL PAY RATES?**

**OR**

**EQUAL # OF EMPLOYEES?**



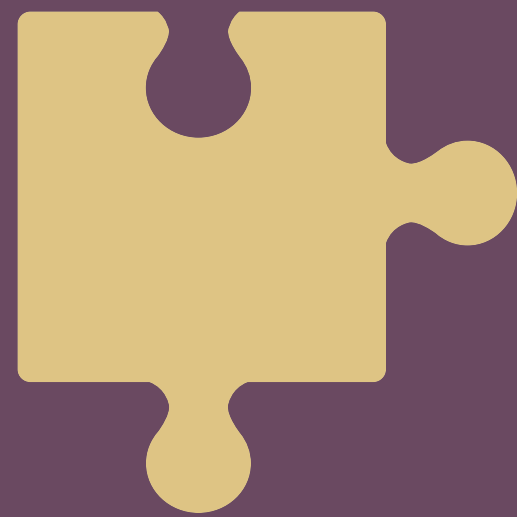
AVERAGE AGE

42





43.5%



56.5%



SALES BY MARITAL STATUS

<< Amy Alberts >>

<< Stephen Jiang >>

<< Syed Abbas >>

David Campbell

Garrett Vargas

Jae Pak

Jillian Carson

José Saraiva

Linda Mitchell

Lynn Tsoflias

Michael Blythe

Pamela Ansman-Wolfe

Rachel Valdez

Ranjit Varkey Chudukatil

Shu Ito

Tete Mensa-Annan

Tsvi Reiter

North American  
Sales Manager

European Sales Manager

Pacific Sales  
Manager

2001

2002

2003



**MANAGERS TAKE FEWEST VACATION AND SICK LEAVE HOURS**

# THE TURN ON EVENTS I

---

**JULY 2002**

**NEW MARKETS: GREAT BRITAIN & FRANCE**

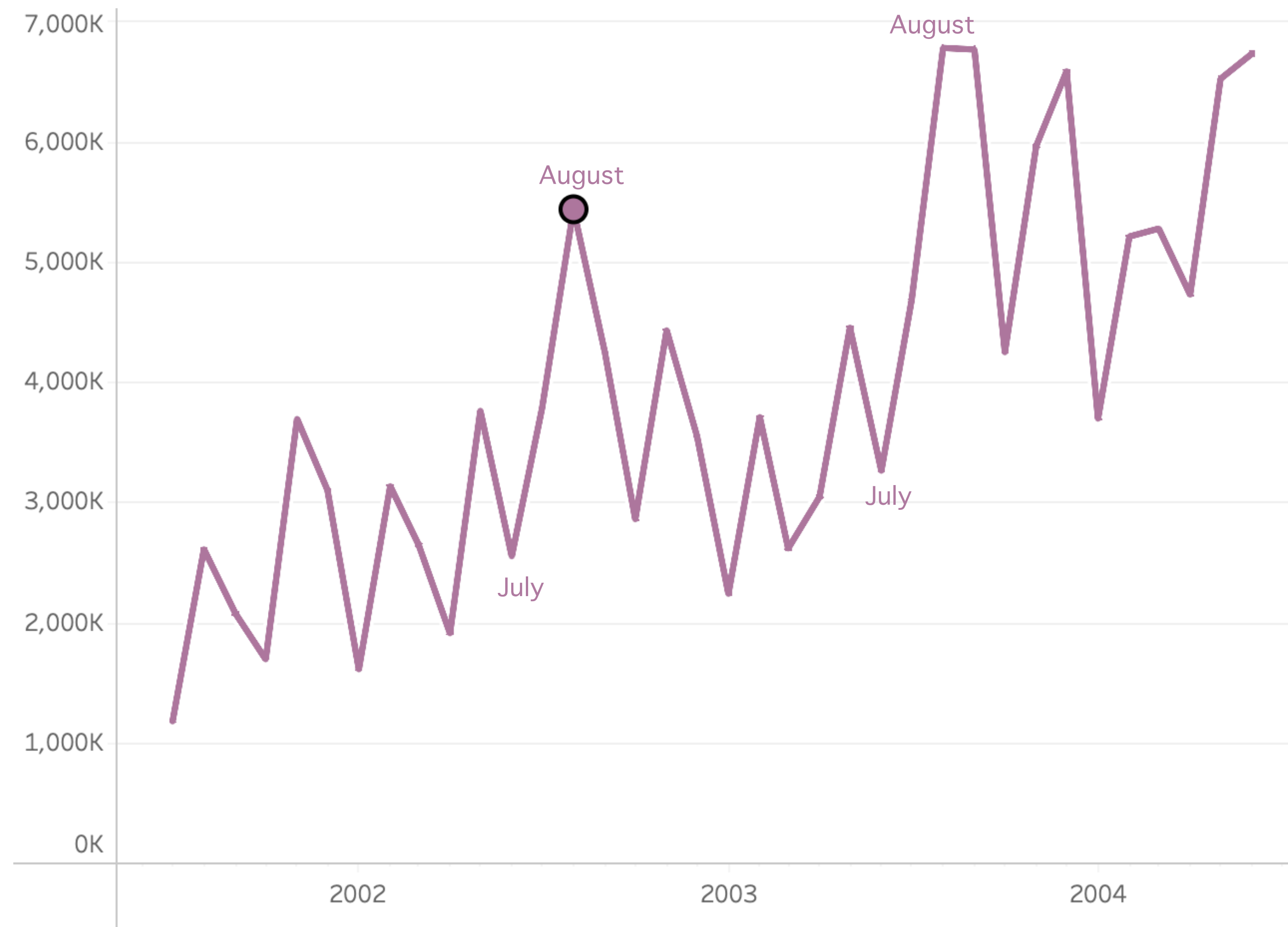
# THE TURN ON EVENTS II

---

**JULY 2003**

**NEW MARKETS: GERMANY & AUSTRALIA**

# DOUBLING TOTAL SALES EACH YEAR IN 1 MONTH



# THE TURN ON EVENTS I

---

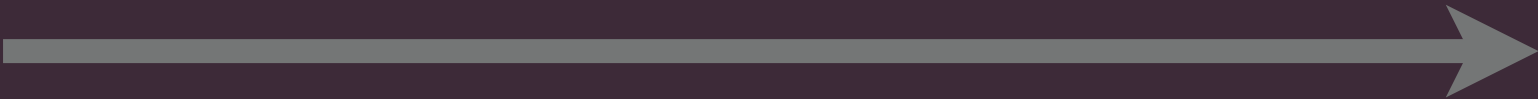
JULY 2002

BEFORE

AFTER

REASON OF PURCHASE

QUALITY



PRICE

**WAS THE QUALITY MAINTAINED?**



**THE QUALITY HAS BEEN MAINTAINED**



<< Amy Alberts >>

<< Stephen Jiang >>

<< Syed Abbas >>

David Campbell

Garrett Vargas

Jae Pak

Jillian Carson

José Saraiva

Linda Mitchell

Lynn Tsoflias

Michael Blythe

Pamela Ansman-Wolfe

Rachel Valdez

Ranjit Varkey Chudukatil

Shu Ito

Tete Mensa-Annan

Tsvi Reiter

North American  
Sales Manager

European Sales Manager

Pacific Sales  
Manager

2001

2002

2003

# SALES PERSONNEL

N. AMERICAN

9 + 1

EUROPEAN

3 + 1

PACIFIC

2 + 1

# SALES PERSONNEL

**N. AMERICAN**

USA, CANADA

**EUROPEAN**

GB, FRANCE, GERMANY

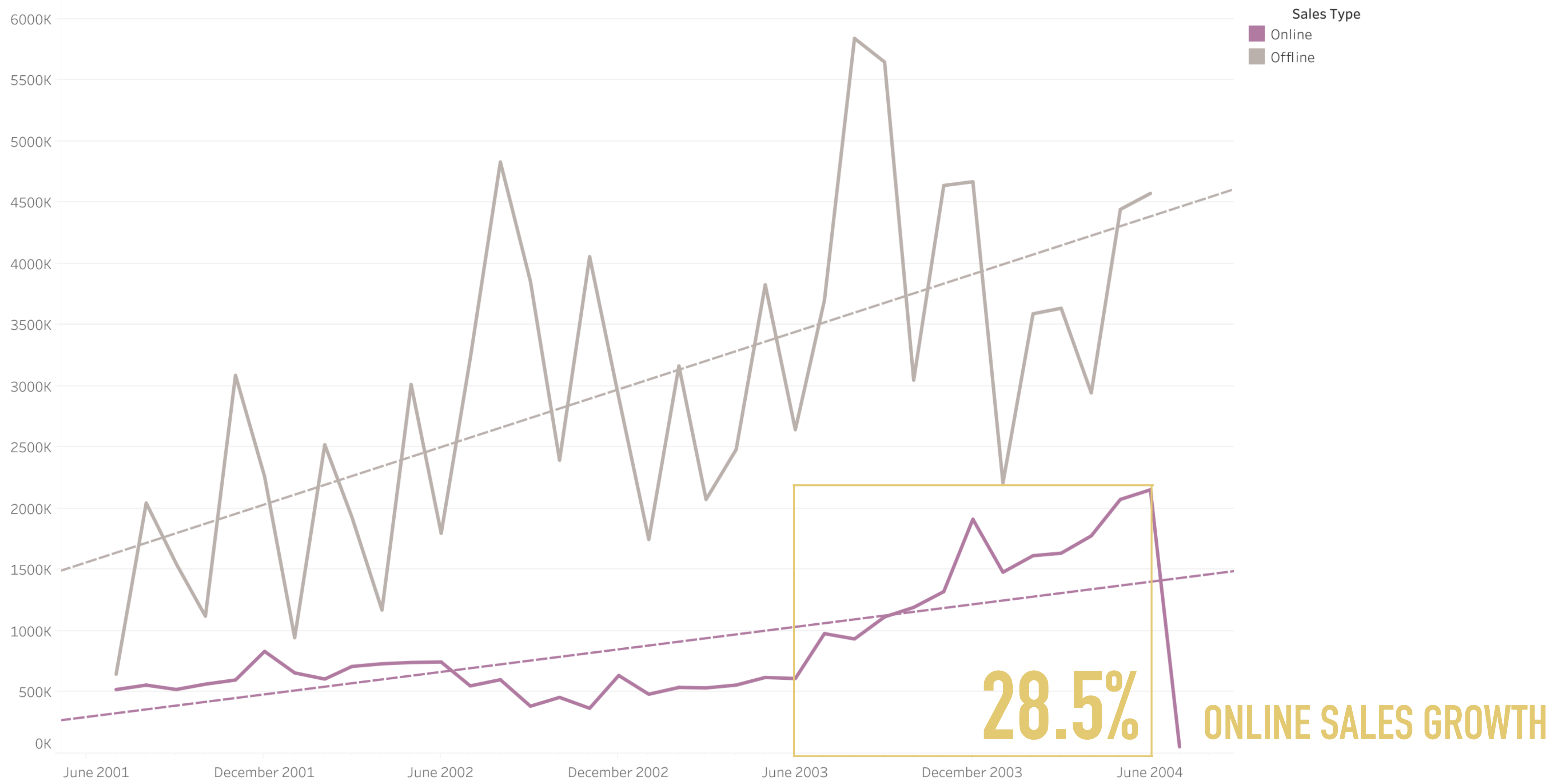
**PACIFIC**

AUSTRALIA

**EUROPEAN REGION**

**DO WE NEED MORE PERSONNEL?**

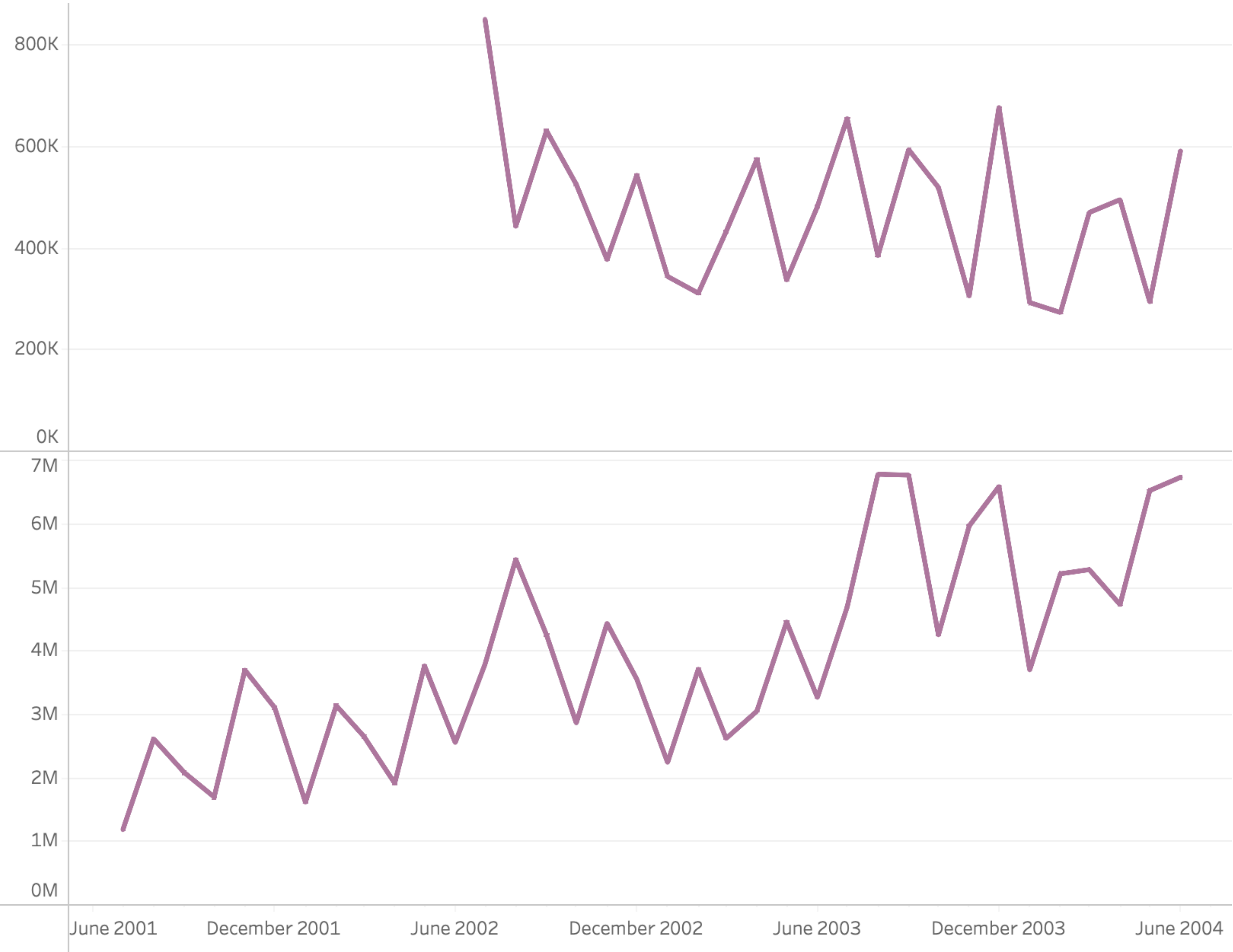
**ONLINE SALES ORIENTED**



# EXISTING MARKET IMPROVEMENT



GB



ALL

**NEW SALESPERSON FOR GB**

# NEW MARKET RESEARCH

POSSIBLE: SPAIN / ITALY / POLAND

