

Questionnaire Template for DSA's Quarterly DataTracker Service

Quarterly Reporting Period _____ (quarter & year of data you're reporting)

Key Performance Indicators

	Percent Change (+/-)	
	Quarter	Year to Date
\$ Net Sales**	%	%
# New recruits	%	%
\$ Average order size	%	%
# Orders processed	%	%

Recruiting/Dropout Rate

Number of direct sellers eligible to submit an order on first date in quarter _____

Plus: number of direct sellers recruited/added during quarter + _____

Less: number of direct sellers dropped during quarter - _____

Equals: number of sellers eligible to submit an order on last date in quarter = _____

Salesforce Productivity

Average number of direct sellers eligible to submit an order during the quarter # _____

U.S. net sales during the quarter** \$ _____

Sales Expectations For the next quarterly reporting period, as compared with the same period in the prior year, do you expect your U.S. net sales to be:**

_____ %
Higher by
_____ %
Lower by
_____ %
Unchanged

Company Demographics *(Please check only one for each of the following three questions.)*

Size of company based on annual U.S. net sales**

\$1 million or less \$1.1-10 million \$10.1-50 million \$50.1-100 million Over \$100 million

Predominant distribution method

Party plan/group sales/classes Individual/person-to-person/door-to-door

Compensation structure

Multilevel Single level

Questionnaire Respondent *(Please type or print clearly.)*

Company _____ By _____

Phone _____ Date _____

E-mail _____

**Net sales refers to your firm's net sales of consumer products and services in the United States that were generated via direct selling, excluding (1) sales of sales aids and materials to direct sellers, (2) shipping revenue, (3) contract-manufacturing revenue, and (4) revenue from retail customers purchasing directly from your firm where no direct seller was compensated.

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