



Always on Target

AdWorks, Inc.

Sales Team Monthly Report

January 2010

Executive Summary

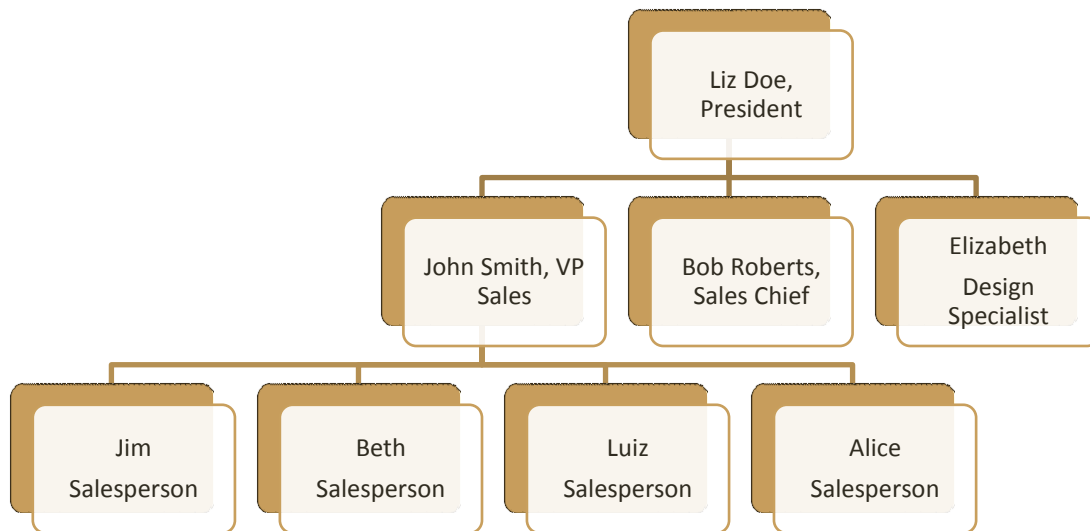
January 2010 has been a profitable month and the company has shown growth in many arenas. Ad sales are up by 23% and capital expenditures have decreased since 4th quarter in the Sales Department. The sales team hired a **new design specialist, the role of VP of sales was filled, a new sales chief** position was created, and the sales team accrued 24 new clients, including one national chain. Additionally, online ad sales doubled since July of last year. Statistics indicate that sales in most markets increase with the use of online ads and our clients are reading those statistics and responding to them. Marketing trends indicate that this growth will continue.

AdWorks received the Triangle Business of the Year award for its role in developing local awareness advertisements for the Local Disaster Relief Fund and the Fight the Drought awareness campaign. President Pete Moss accepted the award on behalf of the creative team at AdWorks.



Sales Team Structure and Process

Updated Chain of Command



Process





Monthly Revenue

By Salesperson

Salesperson	Print	TV	Web
Jim M.	\$10,252	\$25,560	\$13,745
Beth W.	\$5,550	\$13,470	\$27,800
Luiz D.	\$8,547	\$17,555	\$8,907
Alice S.	\$13,578	\$6,789	\$10,239

By Client

Clients	Print	TV	Web
Bergman & Pope	\$15,277	\$48,516	\$10,027
2 for Less	\$3,500	\$5,000	\$1,370
ABC Company	\$7,570	\$20,375	\$10,000
Hart Trees	\$19,788	\$7,500	\$10,600

Clients Overview

The company has added 14 new clients to its roster in January 2010. All new clients are local businesses, with the exception of one that is a national chain. New categories of business clients we serve include wedding and event planners and a real estate business.

New Clients

- A Learning Style (national chain)
- Builderman & Builderman
- Hart & Sons
- Write Image
- TGK
- This Blissful Day – Weddings & Events
- Schmidt, Pearson, and Paul Attorneys at Law
- Home Services Real Estate
- A Beaded Room
- A Kids Place
- Child to Child Consignment
- Possibilities
- Quick Print Copy Place
- Builder Supply Depot



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Inspirational Quote of the Month:

Live as if you were to die tomorrow.

Learn as if you were to live forever.

– Gandhi
