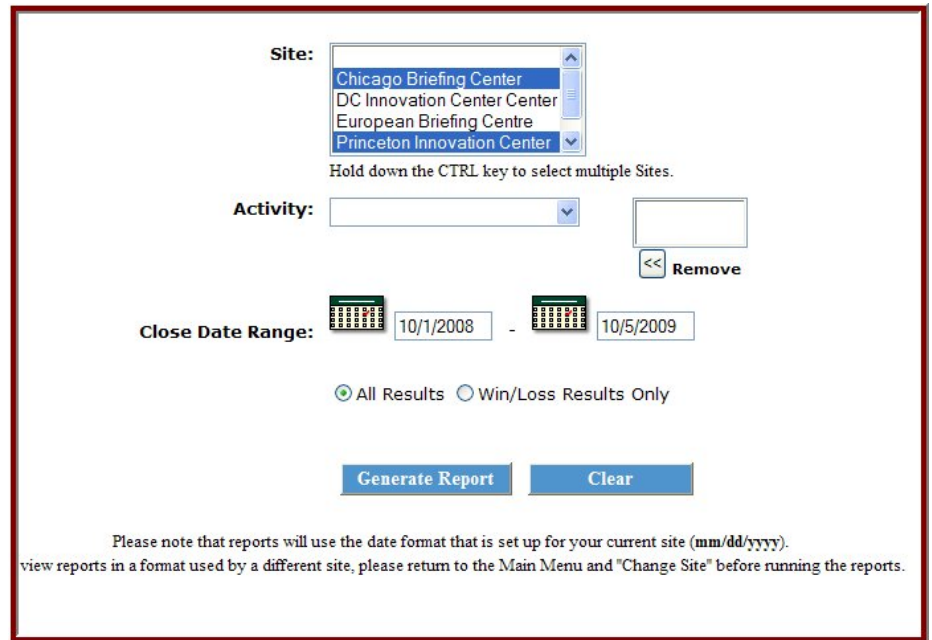


Report Enhancements – Won/Loss Summary Report

For those of you using **BriefingEdge**'s sales tracking and follow-up, we've enhanced the reporting to provide more details than simply the amount won or lost. The report now compares the revenue potential as entered by your sales team initially, with the actual revenue won or lost.

Here we've selected the Won/Loss report from the reports menu and have selected the Chicago and Princeton sites starting from 10/1/2008 through 10/5/2009.



Result	Number of Visits	Actual Revenue (\$)	Potential Revenue (\$)
Win	1	50,000	30,000
Loss	1		75,000
Positioning	1	40,000	50,000
Dropped	1	35,000	30,000

US Tech (beta v13) - Proprietary
Use pursuant to Company instructions

The potential is now displayed next to the actual revenue amount

You will notice from this screen shot that the actual revenue won or lost is displayed next to each other. (You can also tell from this report that the data is completely made up since in general, the *actual* never seems to equal the *potential*.)

You can also click on the Win, Loss, Positioning or Dropped hyperlinks to see the details of this visit including the customer, etc.