



Promoting Your Success

NEW!

Customer Sales Concentration Report

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For questions, please contact:

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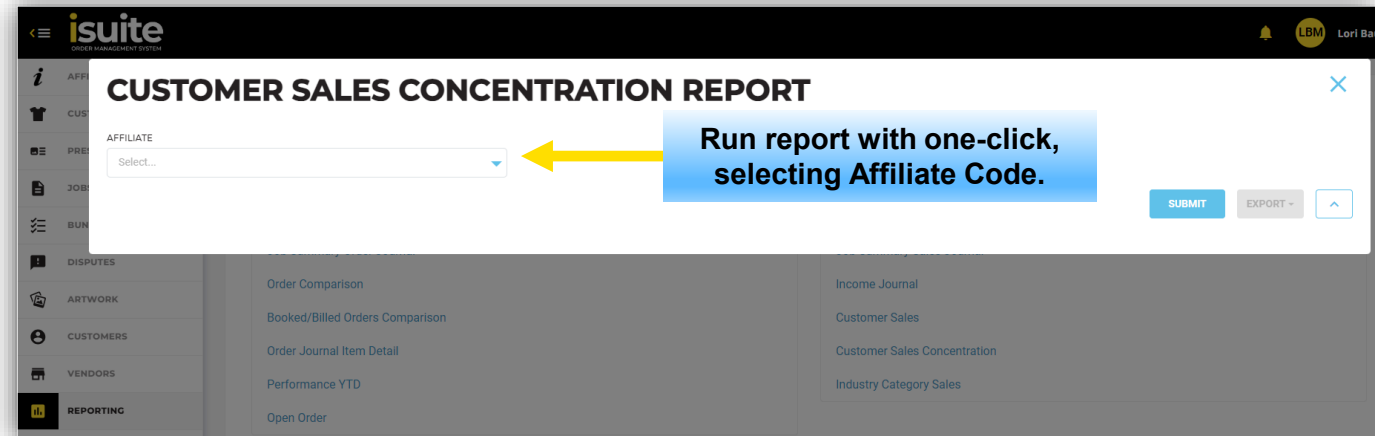
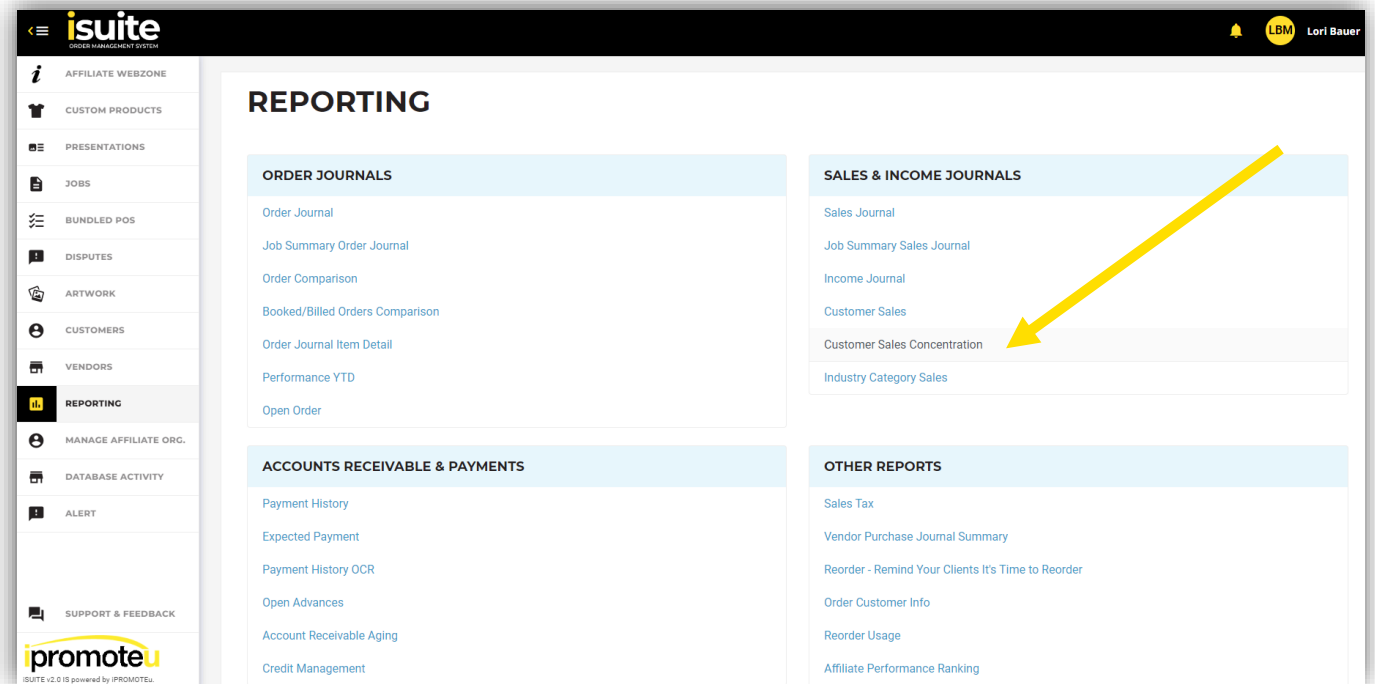
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NEW!

Customer Sales Concentration Report

- **ASSESS YOUR RISK PROFILE** based on your mix of business. Top 5 Customer Rankings by:
 - ✓ **\$'s:** non-captive invoiced sales by customer and cumulatively over your top 5 customers
 - ✓ **% of total business:** by customer and cumulatively over your top 5 customers
 - ✓ Export to PDF or Excel file
- YTD and FULL YEAR data for last 2 years
- Compare your profile to the Elite 100 Average Concentration



“Test” Affiliate Example

LOWER RISK PROFILE

- ✓ Top customer represents 4.5% of business mix
- ✓ 19% of mix concentrated within top 5 customers
- ✓ 81% of business spread across all other accounts
- Fairly even mix without too much concentration in top 5
- Opportunity to expand share within top customers as well
- Compare to Elite 100 average concentration as a benchmark

CUSTOMER SALES CONCENTRATION REPORT

2019 YTD **	CODE	CUSTOMER	\$ *	%	CUM \$	CUM %
1	OPTIMA_RWJ	Optima Health	\$ 45,454	4.5%	\$ 45,454	4.5%
2	C1003	Midwestern Rail Transport	\$ 44,466	4.4%	\$ 89,920	8.9%
3	C1001	International Health	\$ 35,899	3.6%	\$ 125,818	12.5%
4	C1002	Professional Sports Agents	\$ 35,671	3.5%	\$ 161,489	16.0%
5	C1005	Legal Consultants	\$ 32,961	3.3%	\$ 194,450	19.3%
All Others			\$ 813,941	80.7%	\$ 1,008,391	100.0%

2018 Full Year	CODE	CUSTOMER	\$ *	%	CUM \$	CUM %
1	C1006	Universal Software	\$ 165,239	6.7%	\$ 165,239	6.7%
2	C1002	Professional Sports Agents	\$ 137,630	5.6%	\$ 302,868	12.3%
3	C1007	Hi Tech Manufacturing	\$ 99,848	4.0%	\$ 402,716	16.3%
4	C1008	Florida Restaurant Group	\$ 87,966	3.6%	\$ 490,682	19.9%
5	C1009	Southwest Healthcare	\$ 81,287	3.3%	\$ 571,969	23.2%
All Others			\$ 1,895,824	76.8%	\$ 2,467,793	100.0%

2017 Full Year	CODE	CUSTOMER	\$ *	%	CUM \$	CUM %
1	C1006	Universal Software	\$ 168,462	7.1%	\$ 168,462	7.1%
2	C1002	Professional Sports Agents	\$ 110,274	4.6%	\$ 278,736	11.7%
3	C1005	Legal Consultants	\$ 61,509	2.6%	\$ 340,245	14.3%
4	C1010	Southern Machinery	\$ 58,391	2.5%	\$ 398,636	16.8%
5	C1011	Valley Broadcasting	\$ 44,258	1.9%	\$ 442,894	18.7%
All Others			\$ 1,938,842	81.5%	\$ 2,381,736	100.0%

2018		ELITE 100 AVERAGE CONCENTRATION		%		CUM %
1				1.6%		1.6%
2				1.2%		2.8%
3				1.1%		3.9%
4				.8%		4.7%
5				.7%		5.4%
All Others				94.6%		100.0%

* Non-Captive Invoiced Sales Only

** YTD to End of Prior Month

“Test” Affiliate Example

HIGHER RISK PROFILE

- ✓ Top customer represents 24% of business mix
- ✓ 71% of mix concentrated within top 5 customers
- ✓ 29% of business spread across all other accounts
- Highly concentrated in top 5 customers with an opportunity to prospect and diversify
- Top 3 customers = 57.5% of mix
- Compare to Elite 100 average concentration as a benchmark

CUSTOMER SALES CONCENTRATION REPORT

2019 YTD **	CODE	CUSTOMER	\$ *	%	CUM \$	CUM %
1	C0002	Suburban Auto	\$ 47,035	24.1%	\$ 47,035	24.1%
2	C0001	American Manufacturing	\$ 34,013	17.4%	\$ 81,048	41.5%
3	C0003	Central Produce	\$ 31,220	16.0%	\$ 112,268	57.5%
4	C0005	Acme Contruction	\$ 13,701	7.0%	\$ 125,970	64.5%
5	C0004	Unified Charities	\$ 12,850	6.6%	\$ 138,820	71.1%
All Others			\$ 56,490	28.9%	\$ 195,310	100.0%

2018 Full Year	CODE	CUSTOMER	\$ *	%	CUM \$	CUM %
1	C0003	Central Produce	\$ 217,709	47.1%	\$ 217,709	47.1%
2	C0002	Suburban Auto	\$ 37,655	8.1%	\$ 255,364	55.2%
3	C0005	Acme Contruction	\$ 34,531	7.5%	\$ 289,896	62.7%
4	C0009	Specialty Foods	\$ 20,666	4.5%	\$ 310,561	67.2%
5	C0007	National Association	\$ 19,493	4.2%	\$ 330,054	71.4%
All Others			\$ 132,045	28.6%	\$ 462,099	100.0%

2017 Full Year	CODE	CUSTOMER	\$ *	%	CUM \$	CUM %
1	C0003	Central Produce	\$ 576,535	71.1%	\$ 576,535	71.1%
2	C0002	Suburban Auto	\$ 41,899	5.2%	\$ 618,434	76.3%
3	C0005	Acme Contruction	\$ 32,133	4.0%	\$ 650,568	80.3%
4	C0008	Marketing Group	\$ 26,286	3.2%	\$ 676,853	83.5%
5	C0004	Unified Charities	\$ 18,390	2.3%	\$ 695,243	85.8%
All Others			\$ 116,070	14.4%	\$ 811,313	100.0%

2018		ELITE 100 AVERAGE CONCENTRATION		%		CUM %
1				1.6%		1.6%
2				1.2%		2.8%
3				1.1%		3.9%
4				.8%		4.7%
5				.7%		5.4%
All Others				94.6%		100.0%

* Non-Captive Invoiced Sales Only

** YTD to End of Prior Month

THANK YOU!

**Your Affiliate Sales Directors are
available to assist with report training.**

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