

Competitive Analysis - Why do we Win?

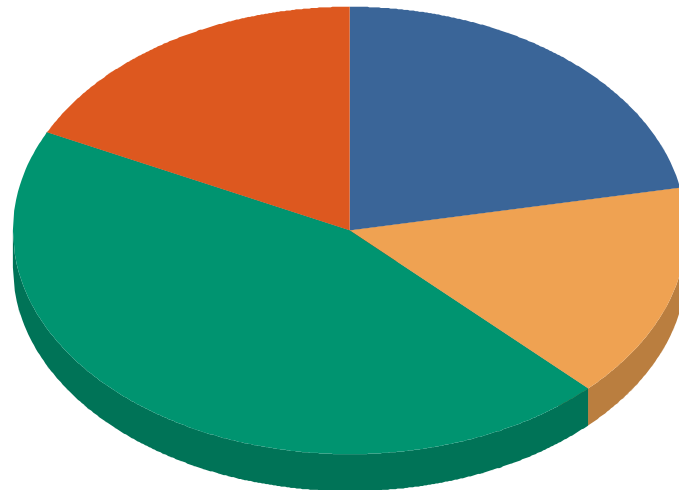
Date Range: After March 1, 2006

Opportunity Status: Closed - Won

7 Opportunities Totaling \$8,204.63

Opportunity Amount by Reason

Summary for All Users



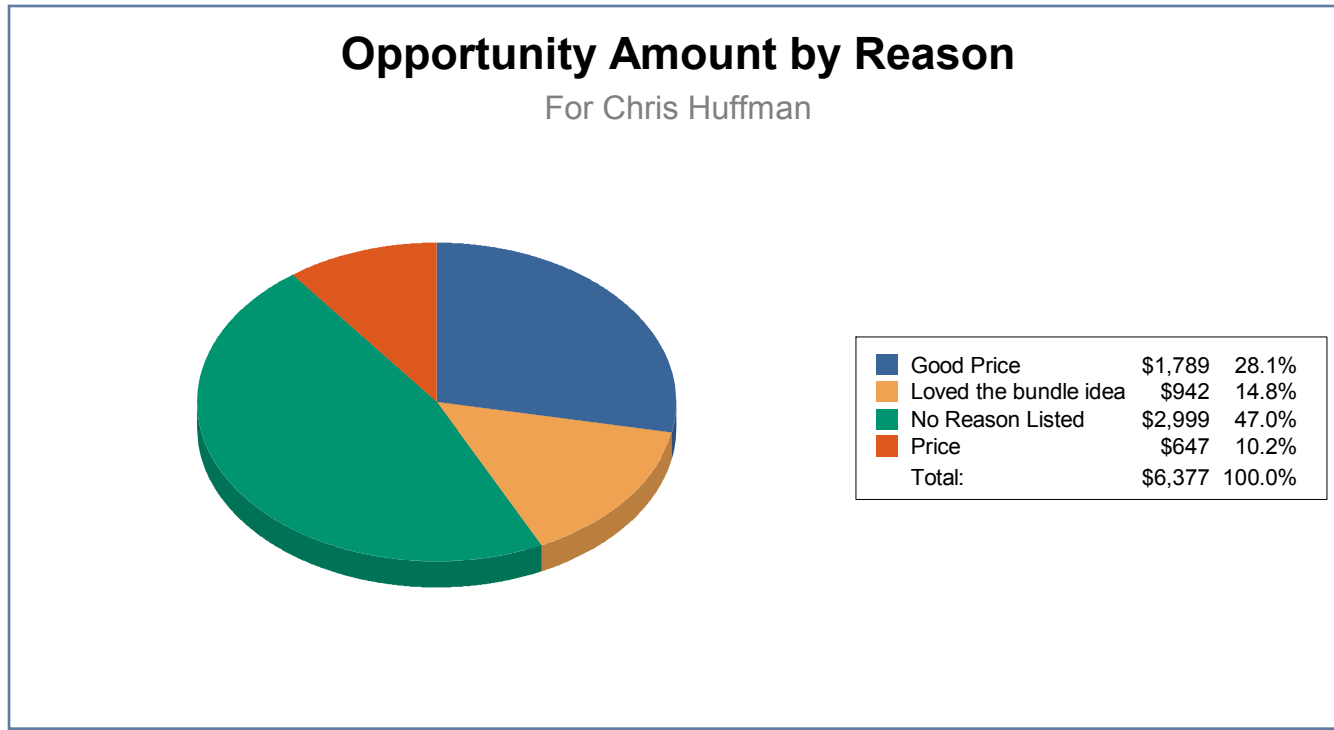
Good Price	\$1,789	21.8%
Loved the bundle idea	\$1,284	15.7%
No Reason Listed	\$3,675	44.8%
Price	\$1,456	17.8%
Total:	\$8,205	100.0%

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Chris Huffman: 4 Opportunities Totaling \$6,376.99



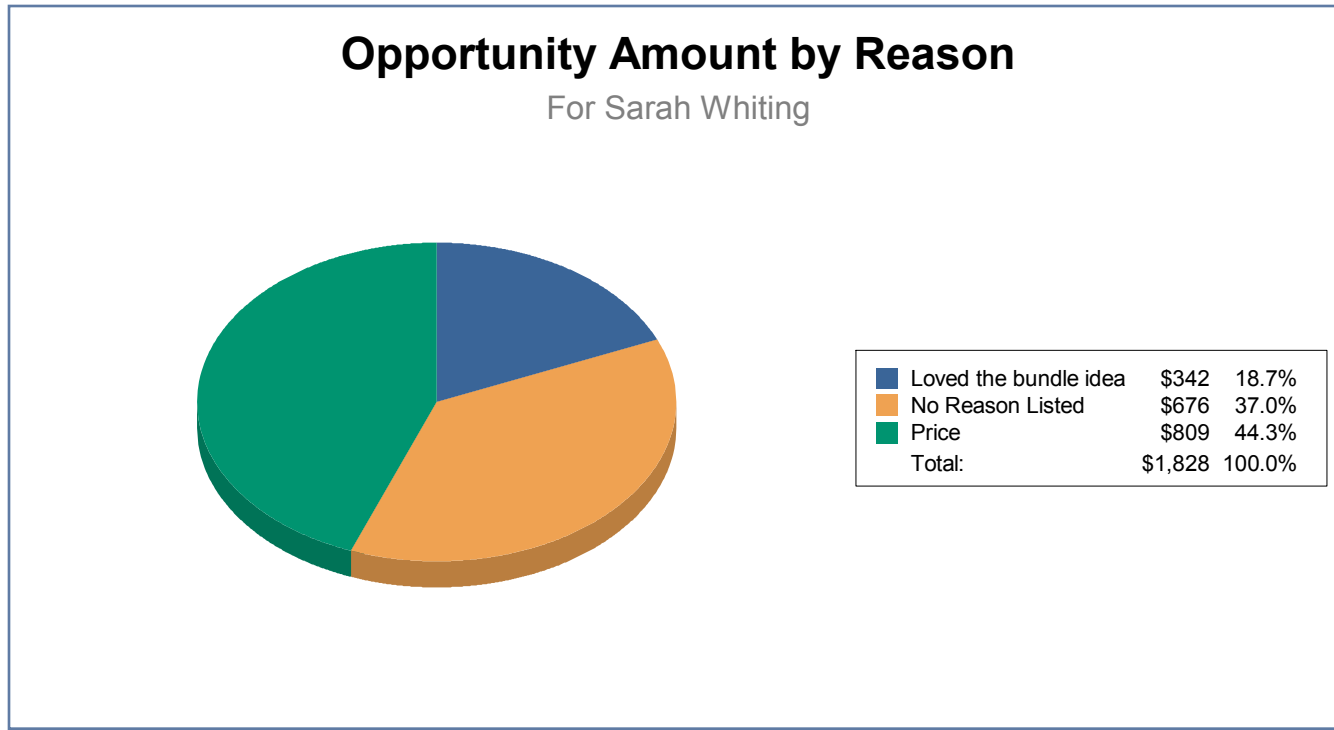
Close Date	Company	Contact	Opportunity Name	Competitor	Amount
Good Price: 1 Opportunities Totaling \$1,789.13					
2/20/2007	Black Forest Baking	Kristi Elmendorf	Initial order - bakery		\$1,789.13
Loved the bundle idea: 1 Opportunities Totaling \$942.01					
3/7/2006	Ace Pet Store	Sandy Ryan	Christmas Promotion	AU Chocolates and Gifts	\$942.01
No Reason Listed: 1 Opportunities Totaling \$2,998.50					
4/29/2007	HAL's Consulting Corp	Lames Jawson	Catalog fulfillment	AU Chocolates and Gifts	\$2,998.50
Price: 1 Opportunities Totaling \$647.35					
2/2/2007	Brandee's Bakery	Liz Dittmeier	Monthly Order 1	Sweet's Candies	\$647.35

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Sarah Whiting: 3 Opportunities Totaling \$1,827.64



Close Date	Company	Contact	Opportunity Name	Competitor	Amount
Loved the bundle idea: 1 Opportunities Totaling \$342.08					
4/25/2007	Black Forest Baking	Kristi Elmendorf	Re-order		\$342.08
No Reason Listed: 1 Opportunities Totaling \$676.46					
5/29/2007	Prospect Boutique	Emma Francis	Initial order - retail shop		\$676.46
Price: 1 Opportunities Totaling \$809.10					
2/5/2007	KKQS Radio	Bill Craig	Coffee Service - Quarterly order		\$809.10