

Distributor Growth, Business Fundamentals & KPIs Survey Questions

- 1) What was your company's **billed revenue** in promotional products for **2022** in \$USD? (*this question is required for recognition, and documentation such as tax filings must be uploaded for validation*)
- 2) What was your company's **billed revenue** in promotional products for **2019** in \$USD? (*this question is required for recognition, and documentation such as tax filings must be uploaded for validation*)
- 3) Is revenue up or down in 2023, and by what percentage has your 2023 revenue changed compared to same period 2022?
- 4) What percentage of your company's billed revenue for 2022 came from new clients who had not purchased with you before Jan. 1, 2022? If you do not have the information available, please offer a rough estimate.
- 5) What was your company's gross profit margin for 2022?
- 6) What was your company's total order count for 2022 (excluding company store-related single-item orders)?
- 7) What was your company's average order size for 2022 (excluding company store-related single-item orders)?
- 8) What percentage of your company's revenue came from your top three (3) clients in 2022?
- 9) What percentage of your company's revenue came from your top 10% of individual sales reps in 2022 (if you have less than 10 sales reps, what percentage of total sales did your highest earner account for)?
- 10) What was your company's average number of full-time sales reps at any given time in 2022?
- 11) What was your company's average number of full-time customer service reps at any given time in 2022?
- 12) What was your company's average number of full-time finance staff personnel at any given time in 2022?
- 13) What was your company's net freight profit or loss in 2022?
- 14) What was your company's average days to payment for customers in 2022?