

Competitive Analysis - Why do we Win?

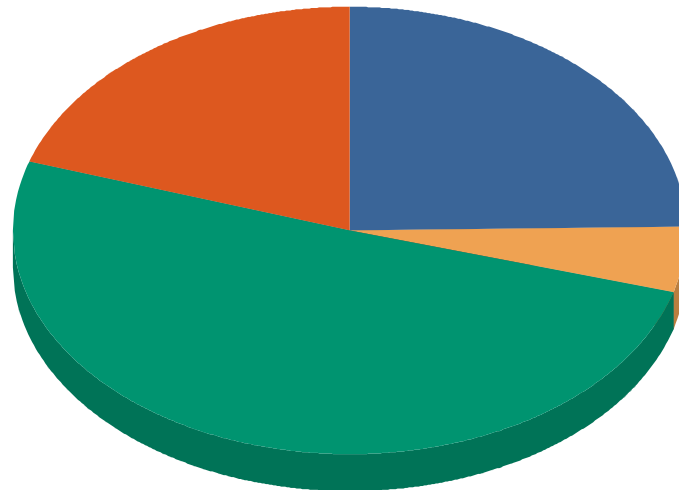
Date Range: After March 31, 2006

Opportunity Status: Closed - Won

6 Opportunities Totalling \$7,262.62

Opportunity Amount by Reason

Summary for All Users



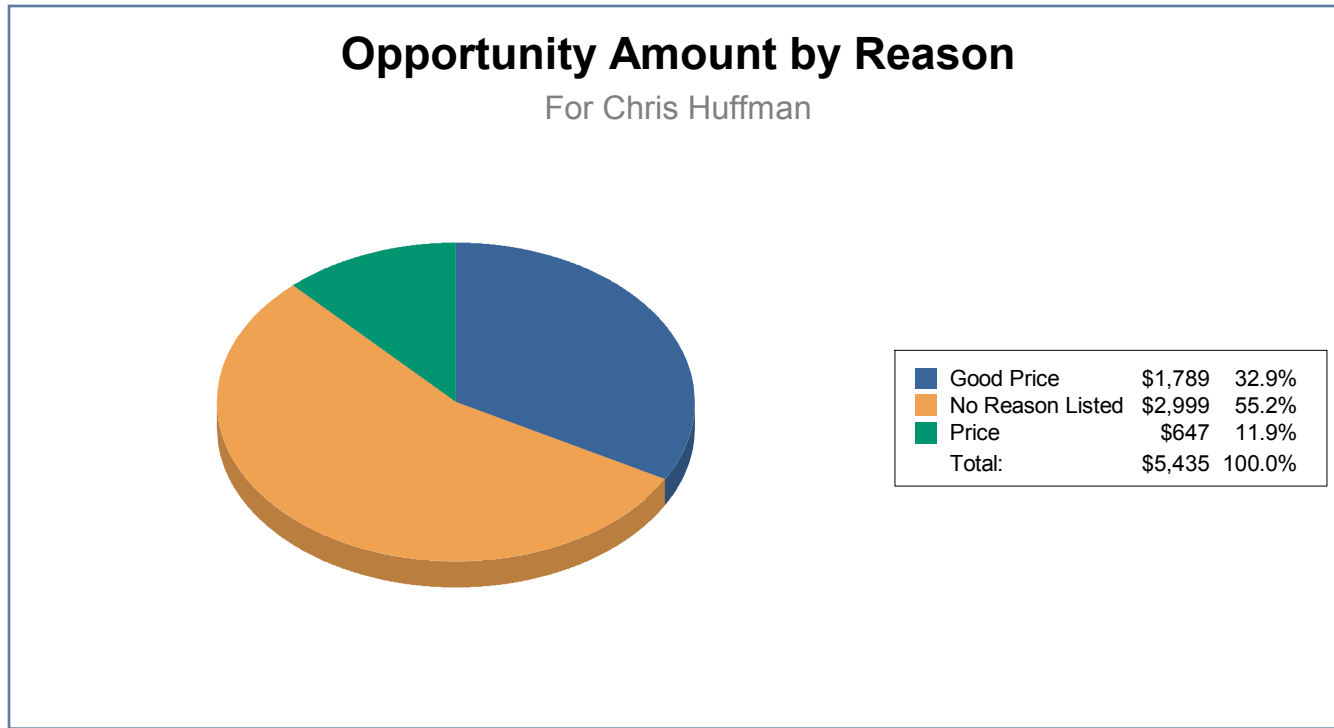
Good Price	\$1,789	24.6%
Loved the bundle idea	\$342	4.7%
No Reason Listed	\$3,675	50.6%
Price	\$1,456	20.1%
Total:	\$7,263	100.0%

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Chris Huffman: 3 Opportunities Totalling \$5,434.98



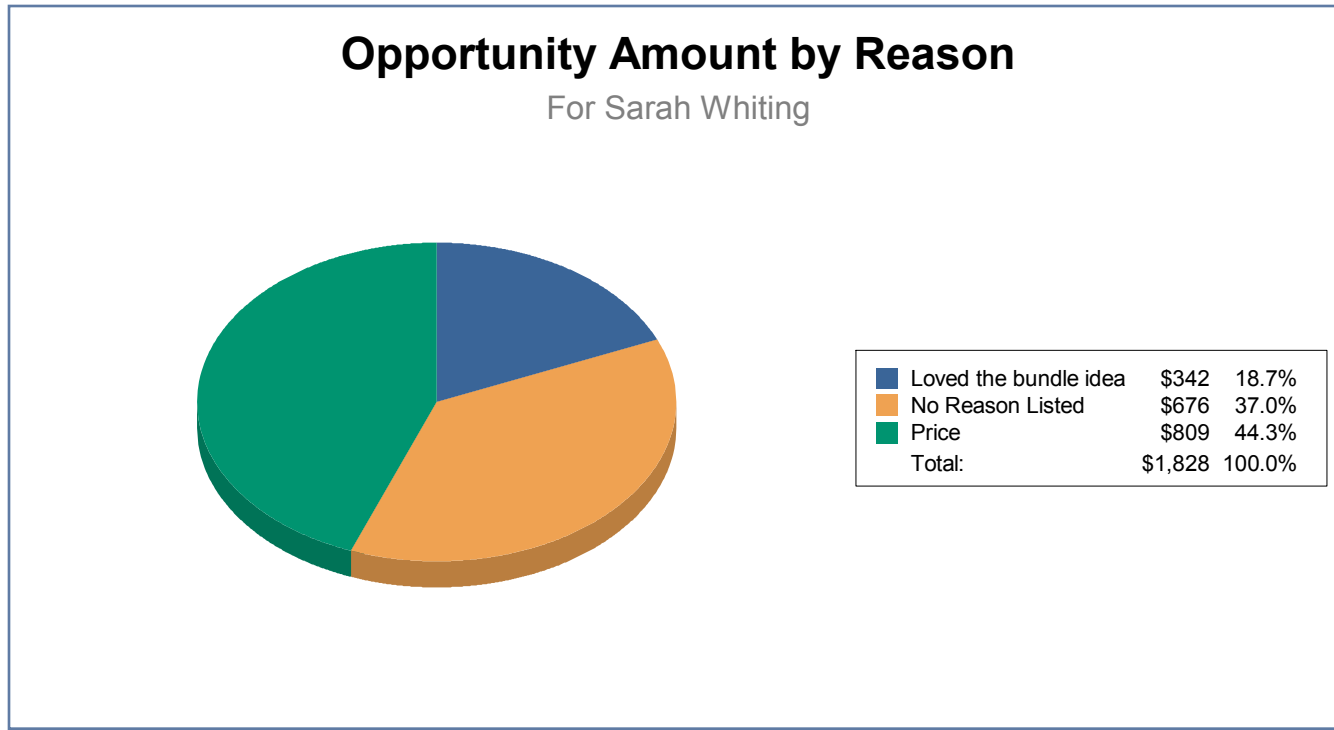
Close Date	Company	Contact	Opportunity Name	Competitor	Amount
Good Price: 1 Opportunities Totalling \$1,789.13					
2/20/2007	Black Forest Baking	Kristi Elmendorf	Initial order - bakery		\$1,789.13
No Reason Listed: 1 Opportunities Totalling \$2,998.50					
4/29/2007	HAL's Consulting Corp	Lames Jawson	Catalog fulfillment	AU Chocolates and Gifts	\$2,998.50
Price: 1 Opportunities Totalling \$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 Totalling \$1,827.64



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