

W2W – Detailed Strategy Definitions

Field Name	Definition
ACCOUNT OVERVIEW	
National Account	Name of targeted National Account
NAM	National Account Manager
Executive Sponsor	Company's Executive Sponsor (C-Suite)
Account Type	Rental, Direct Sale, Combo (per the contract)
Contract Type	Mandated A, Mandated B, Preferred (per the contract)
Rental CXD	Contract expiration date as specified in customer profile
Competitors	Other companies that are competing with Your company for the rental or direct sale business
Prior Year Rental Actual	Prior Year Contract revenue <i>Revenue = Rental + Service Charge + NOG</i> <i>Source: Managed Accounts database from National Accounts Sales Growth Cube via ProClarity</i>
Prior Year Rental Growth %	$(\text{Prior Year Rental Actual} / \text{Prior Prior Year Rental Actual}) - 1 \times 100\%$
Prior Year Direct Sale (DS) Actual	Prior Year Direct Sale Spend <i>Source: National Accounts Sales Growth Cube via ProClarity. Additional ADS direct sales included that come from an automated report based on the PHAST system in Norwell.</i>
Prior Year Direct Sale (DS) Growth %	$(\text{Prior Year DS Actual} / \text{Prior Prior Year DS Actual}) - 1 \times 100\%$
Current Year Rental Sales Plan	Current Year Q1 Actual x 4 <i>Actual = Rental + Service Charge + NOG</i> <i>Source: National Accounts Sales Growth Cube via ProClarity</i>
Current Year Rental Growth Plan %	$(\text{Current Year Rental Sales Plan} / \text{Prior Year Rental Actual}) - 1 \times 100\%$
Current Year Direct Sale (DS) Sales Plan	Current Year Q1 MC & ADS Actual x 4 <i>Source: National Accounts Sales Growth Cube via ProClarity. Additional ADS direct sales included that come from an automated report based on the PHAST system in Norwell.</i>
Current Year Direct Sale (DS) Growth Plan %	$(\text{Current Year DS Sales Plan} / \text{Prior Year DS Actual}) - 1 \times 100\%$
Current Year Combo Plan	Current Year Rental Sales Plan + Current Year DS Sales Plan
Current Year Combo Growth Plan %	$(\text{Current Year Combo Plan} / \text{Prior Year Combo Actual}) - 1 \times 100\%$
# of Local Services (D&B) New Name: # of Customers (D&B)	Locations within the D&B Global Ultimate family that are identified your Customer in Salesforce.com <i>If rental and DS occurring at same site it's counted once</i>
# of Local Services (LCM) New Name: # of Customers (LCM)	Locations identified as Active or DS customers in the LCM <i>If rental and DS occurring at same site it's counted once</i>
# of Location Does Not Service But in SA (D&B) New Name: # of Prospects (D&B)	Locations within the D&B Global Ultimate family that are not current customers in Salesforce.com <i>Excludes locations outside of our rental coverage area</i>
# of Location Does Not Service But in SA (LCM) New Name: # of Prospects (LCM)	Locations specified in the national contract and identified as Prospects in LCM <i>Excludes locations outside of our rental coverage area</i>

Field Name	Definition
STRATEGIES	
FY Applied	The year in which the strategy will be executed (FY13, FY14, FY15)
Type	Business strategy related to service type (Rental, Direct Sale)
Priority	The order of importance (1, 2, 3 and so on)
Intensity Strategy	Increasing revenue from existing customers that already rent/buy from your company
Incidence Strategy	Increasing revenue from new sites that don't rent/buy from your company
Renewal Strategy	National contract renewal strategy <i>Not applicable if CXD is 3+ years away</i>
Overall Strategy	Any strategy that is not related to intensity, incidence or renewal. Example: strengthening relationship by partnering executive leader of your company with Executive leader of national customer.