









## Sales/Marketing

### Crystal Langdon: Performance Review

Date Revised: December 3, 2013

Weighting*	Team Member Goals & Action Items	Who	Year End Target	% Complete/ YTD	Status/ Variance	Due Dates	Performance (A*E)
	<b>3.1.4 Maintain or decrease the Churn Rate of Licenses which is currently at 8.5%. (% Churn)</b>	<b>Customer Service</b>	<b>8.49%</b>	<b>8.40%</b>		<b>12/31/13</b>	
	3.1.4.1 Secure coaching on Customer Success Manager for team.	Crystal Langdon	100%	30%		12/09/13	
	3.1.4.2 To provide increased value to all existing online customers to enhance "stickiness."	Crystal Langdon	80%	23%		12/31/13	
	3.1.4.2.1 Hold online focus group to explore pricing and value of Premium package.	Crystal Langdon	100%	0%		02/01/14	
	3.1.4.4 Extend the contracts for 10 "at risk" customers a month.	Crystal Langdon	120	134		12/31/13	
	<b>5.1.1 Develop 2 new webinars a quarter to assist Sales Team. (# of new webinars)</b>	<b>Sales/Marketing</b>	<b>8</b>	<b>6</b>		<b>03/22/14</b>	
	5.1.1.1 Develop 15 minute "Basic Package" presentation.	Crystal Langdon	100%	0%		11/01/13	
	5.1.1.2 Review existing presentations format for consistency.	Crystal Langdon	100%	40%		03/22/14	

\*Manager to weight the importance of each item. Distribute 100% across all items.