



August 2009 PHCP Wholesalers' Sales Report – Down 8.9%

YEAR-TO-DATE BY PRODUCT GROUP	AUGUST 2009 VS. AUGUST 2008	YEAR-TO-DATE BY REGION	AUGUST 2009 VS. AUGUST 2008
HVAC/R is down 9%	HVAC/R is down .8%	BC is down 14.5%	BC is down 10%
Hydronics is up 5.2%	Hydronics - no change	Alberta is down 14%	Alberta is down 10.9%
Plumbing is down 8.8%	Plumbing is down 9.3%	West (SK, MB, Thunder Bay) is down 10.1%	West (SK, MB, Thunder Bay) is down 18.2%
PVF is down 22.8%	PVF is down 26%	Ontario is down 10.1%	Ontario is down 8.3%
Waterworks is down 10.8%	Waterworks is down 3.4%	Quebec is down 6%	Quebec is down .7%
		Atlantic is down 4.6%	Atlantic is down 9.8%

The percentage change numbers for small regions can be heavily impacted by individual transactions. For example, a single sale of \$50,000 made in one month would cause a large percentage change from the previous month in the Atlantic region, however, the same sale in Ontario would have no major impact on the percentage change figure. To better understand the percentage change figures, it is essential to also look at the change in dollar volume in the region.

Off the Cuff --- The sales plan is the most critical component to success By Rick Johnson
<http://ceo-strategist.com/resources-store/articles.php?id=339>

CIPH and the Partners in Distribution Excellence present "Are You Really LinkedIn?" with David Nour
http://www.ciph.com/Your_Industry_Trade_Section/News/Press_Release.php?id=617

CIPHEX Roadshow – 90% sold out
http://www.ciph.com/Your_Industry_Trade_Section/News/Press_Release.php?id=618

Firing Customers is Often Required By Scott Stratman
http://www.distributionteam.com/index.php?action=itemdetail&item_id=107111

Click on attachment to e-mail “KERRweeklySUM23sep09.pdf” for the September 23, 2009 Weekly Market Summary from Kerr Financial.

