

# Are You Measuring Your USANA Performance?

By Pete Zdanis



One of my favorite business quotes is: “***Performance measured is performance improved.***”

I heard it at a USANA training session years ago. I don’t recall who said it, but I’ve never forgotten it.

How about you?

Are you measuring your performance?

Do you know how your USANA Commission Volume Points (CVP) for the 2013-2014 USANA Business Year compares to your USANA CVP for the prior, 2012-2013, USANA Business Year?

If you do, great!

If not, why not?

If you don’t know how your business is doing compared to last year, how can you expect to qualify for the Growth 100, or the Growth 25, or the Fortune 25?

If you haven’t been measuring, start now.

If you don’t know how to measure, don’t worry. It’s really easy.

Here’s a step-by-step guide on how to do it:

First, you need to know what your “Base” CVP volumes were for the 2012-2013 Business Year on a week-by-week basis.

Here’s how you do that:

On a clean sheet of paper, or a spread sheet, create a column with the dates of each Friday of the 52 weeks of the USANA 2012-2013 business year starting with July 13<sup>th</sup>, 2012 and ending with July 5<sup>th</sup>, 2013.

It should look something like this:

13-Jul-12  
20-Jul-12  
27-Jul-12  
3-Aug-12  
10-Aug-12  
17-Aug-12  
24-Aug-12  
31-Aug-12  
7-Sep-12  
14-Sep-12  
21-Sep-12  
28-Sep-12  
5-Oct-12  
12-Oct-12  
19-Oct-12  
26-Oct-12  
2-Nov-12  
9-Nov-12  
16-Nov-12  
23-Nov-12  
30-Nov-12  
7-Dec-12  
14-Dec-12  
21-Dec-12  
28-Dec-12  
4-Jan-13  
11-Jan-13  
18-Jan-13  
25-Jan-13  
1-Feb-13  
8-Feb-13  
15-Feb-13  
22-Feb-13  
1-Mar-13  
8-Mar-13  
15-Mar-13  
22-Mar-13  
29-Mar-13  
5-Apr-13  
12-Apr-13  
19-Apr-13  
26-Apr-13  
3-May-13  
10-May-13  
17-May-13  
24-May-13

31-May-13  
7-Jun-13  
14-Jun-13  
21-Jun-13  
28-Jun-13  
5-Jul-13

Next, log on to your **myUSANA** page, and click on the “Menu” button. In the drop-down menu, click on “DLM” under “Income Maximizer”. Note that you must be a subscriber to the USANA Income Maximizer service in order to be able to access DLM.

Once you are in DLM, click on the “+” next to “Personal Business Center”. In the drop-down menu, click on “Volume Report”.

You will see the Volume Report screen with your USANA ID Number, and the date of the Friday of the current week.

On the Volume Report screen, click on the box to the right of “For The Period Ending” which contains the date of the Friday for the current week.

In the drop-down menu, scroll down to “**13-JUL-2012**” and click on that date.

Now click “Run Report”.

If you had any volume for that week, you will see your Current, Carry Over and Total Volume for that week.

In the lower right corner of the Volume Report, you will see “**\*\*\* Estimated CVP**” followed by a number if you earned a commission check that week.

The number following **\*\* Estimated CVP** is the one that you want to transfer to your spread sheet following 13-JUL-12.

NOTE: If you are a new Associate who did not enroll until sometime after July 13, 2012, you will obviously not have any volumes to track until after your Enrollment Date.

Next, scroll to the bottom of the Volume Report and change the date from 13-JUL-12 to 20-JUL-12. This will give you your CVP for the next week, which you can now enter on your spread sheet.

Repeat this process for each of the 52 weeks in the “Base Period”. You will end up with a spread sheet looking something like this:

13-Jul-12	200
20-Jul-12	400
27-Jul-12	100
3-Aug-12	200
10-Aug-12	400
17-Aug-12	400
24-Aug-12	600
31-Aug-12	400
7-Sep-12	200
14-Sep-12	200
21-Sep-12	400
28-Sep-12	400

5-Oct-12	600
12-Oct-12	800
19-Oct-12	400
26-Oct-12	400
2-Nov-12	200
9-Nov-12	200
16-Nov-12	400
23-Nov-12	600
30-Nov-12	600
7-Dec-12	800
14-Dec-12	600
21-Dec-12	400
28-Dec-12	400
4-Jan-13	200
11-Jan-13	600
18-Jan-13	400
25-Jan-13	600
1-Feb-13	800
8-Feb-13	600
15-Feb-13	600
22-Feb-13	400
1-Mar-13	600
8-Mar-13	800
15-Mar-13	600
22-Mar-13	1,000
29-Mar-13	600
5-Apr-13	400
12-Apr-13	600
19-Apr-13	600
26-Apr-13	800
3-May-13	600
10-May-13	800
17-May-13	1,000
24-May-13	400
31-May-13	600
7-Jun-13	800
14-Jun-13	1,000
21-Jun-13	800
28-Jun-13	800
5-Jul-13	600

Now, add a third column to your spread sheet with the dates of each Friday of the USANA 2013-2014 Business Year from July 12<sup>th</sup>, 2013, to July 4<sup>th</sup>, 2014. Your spread sheet will now look like this:

13-Jul-12	200	12-Jul-13
20-Jul-12	400	19-Jul-13
27-Jul-12	100	26-Jul-13
3-Aug-12	200	2-Aug-13
10-Aug-12	400	9-Aug-13
17-Aug-12	400	16-Aug-13
24-Aug-12	600	23-Aug-13
31-Aug-12	400	30-Aug-13
7-Sep-12	200	6-Sep-13
14-Sep-12	200	13-Sep-13
21-Sep-12	400	20-Sep-13
28-Sep-12	400	27-Sep-13
5-Oct-12	600	4-Oct-13
12-Oct-12	800	11-Oct-13
19-Oct-12	400	18-Oct-13
26-Oct-12	400	25-Oct-13
2-Nov-12	200	1-Nov-13
9-Nov-12	200	8-Nov-13
16-Nov-12	400	15-Nov-13
23-Nov-12	600	22-Nov-13
30-Nov-12	600	29-Nov-13
7-Dec-12	800	6-Dec-13
14-Dec-12	600	13-Dec-13
21-Dec-12	400	20-Dec-13
28-Dec-12	400	27-Dec-13
4-Jan-13	200	3-Jan-14
11-Jan-13	600	10-Jan-14
18-Jan-13	400	17-Jan-14
25-Jan-13	600	24-Jan-14
1-Feb-13	800	31-Jan-14
8-Feb-13	600	7-Feb-14
15-Feb-13	600	14-Feb-14
22-Feb-13	400	21-Feb-14
1-Mar-13	600	28-Feb-14
8-Mar-13	800	7-Mar-14
15-Mar-13	600	14-Mar-14
22-Mar-13	1,000	21-Mar-14
29-Mar-13	600	28-Mar-14
5-Apr-13	400	4-Apr-14
12-Apr-13	600	11-Apr-14
19-Apr-13	600	18-Apr-14
26-Apr-13	800	25-Apr-14
3-May-13	600	2-May-14
10-May-13	800	9-May-14
17-May-13	1,000	16-May-14

24-May-13	400	23-May-14
31-May-13	600	30-May-14
7-Jun-13	800	6-Jun-14
14-Jun-13	1,000	13-Jun-14
21-Jun-13	800	20-Jun-14
28-Jun-13	800	27-Jun-14
5-Jul-13	600	4-Jul-14

Next, go back to the Volume Report as described above, and start entering your CVP by week for the USANA 2013-2014 Business Year, beginning with July 12, 2013. Your spread sheet will now look like this:

13-Jul-12	200	12-Jul-13	800
20-Jul-12	400	19-Jul-13	600
27-Jul-12	100	26-Jul-13	800
3-Aug-12	200	2-Aug-13	600
10-Aug-12	400	9-Aug-13	1,000
17-Aug-12	400	16-Aug-13	1,000
24-Aug-12	600	23-Aug-13	600
31-Aug-12	400	30-Aug-13	
7-Sep-12	200	6-Sep-13	
14-Sep-12	200	13-Sep-13	
21-Sep-12	400	20-Sep-13	
28-Sep-12	400	27-Sep-13	
5-Oct-12	600	4-Oct-13	
12-Oct-12	800	11-Oct-13	
19-Oct-12	400	18-Oct-13	
26-Oct-12	400	25-Oct-13	
2-Nov-12	200	1-Nov-13	
9-Nov-12	200	8-Nov-13	
16-Nov-12	400	15-Nov-13	
23-Nov-12	600	22-Nov-13	
30-Nov-12	600	29-Nov-13	
7-Dec-12	800	6-Dec-13	
14-Dec-12	600	13-Dec-13	
21-Dec-12	400	20-Dec-13	
28-Dec-12	400	27-Dec-13	
4-Jan-13	200	3-Jan-14	
11-Jan-13	600	10-Jan-14	
18-Jan-13	400	17-Jan-14	
25-Jan-13	600	24-Jan-14	
1-Feb-13	800	31-Jan-14	
8-Feb-13	600	7-Feb-14	
15-Feb-13	600	14-Feb-14	
22-Feb-13	400	21-Feb-14	
1-Mar-13	600	28-Feb-14	
8-Mar-13	800	7-Mar-14	
15-Mar-13	600	14-Mar-14	

22-Mar-13	1,000	21-Mar-14
29-Mar-13	600	28-Mar-14
5-Apr-13	400	4-Apr-14
12-Apr-13	600	11-Apr-14
19-Apr-13	600	18-Apr-14
26-Apr-13	800	25-Apr-14
3-May-13	600	2-May-14
10-May-13	800	9-May-14
17-May-13	1,000	16-May-14
24-May-13	400	23-May-14
31-May-13	600	30-May-14
7-Jun-13	800	6-Jun-14
14-Jun-13	1,000	13-Jun-14
21-Jun-13	800	20-Jun-14
28-Jun-13	800	27-Jun-14
5-Jul-13	600	4-Jul-14

The finishing touch to your spread sheet will be to track your CVP increase or decrease vs. the prior year on a weekly and cumulative basis. To do this you will add a fifth and sixth column to your spread sheet:

13-Jul-12	200	12-Jul-13	800	600	600
20-Jul-12	400	19-Jul-13	600	200	800
27-Jul-12	100	26-Jul-13	800	700	1500
3-Aug-12	200	2-Aug-13	600	400	1900
10-Aug-12	400	9-Aug-13	1,000	600	2500
17-Aug-12	400	16-Aug-13	1,000	600	3100
24-Aug-12	600	23-Aug-13	600	0	3100
31-Aug-12	400	30-Aug-13			
7-Sep-12	200	6-Sep-13			
14-Sep-12	200	13-Sep-13			
21-Sep-12	400	20-Sep-13			
28-Sep-12	400	27-Sep-13			
5-Oct-12	600	4-Oct-13			
12-Oct-12	800	11-Oct-13			
19-Oct-12	400	18-Oct-13			
26-Oct-12	400	25-Oct-13			
2-Nov-12	200	1-Nov-13			
9-Nov-12	200	8-Nov-13			
16-Nov-12	400	15-Nov-13			
23-Nov-12	600	22-Nov-13			
30-Nov-12	600	29-Nov-13			
7-Dec-12	800	6-Dec-13			
14-Dec-12	600	13-Dec-13			
21-Dec-12	400	20-Dec-13			
28-Dec-12	400	27-Dec-13			
4-Jan-13	200	3-Jan-14			
11-Jan-13	600	10-Jan-14			
18-Jan-13	400	17-Jan-14			

25-Jan-13	600	24-Jan-14
1-Feb-13	800	31-Jan-14
8-Feb-13	600	7-Feb-14
15-Feb-13	600	14-Feb-14
22-Feb-13	400	21-Feb-14
1-Mar-13	600	28-Feb-14
8-Mar-13	800	7-Mar-14
15-Mar-13	600	14-Mar-14
22-Mar-13	1,000	21-Mar-14
29-Mar-13	600	28-Mar-14
5-Apr-13	400	4-Apr-14
12-Apr-13	600	11-Apr-14
19-Apr-13	600	18-Apr-14
26-Apr-13	800	25-Apr-14
3-May-13	600	2-May-14
10-May-13	800	9-May-14
17-May-13	1,000	16-May-14
24-May-13	400	23-May-14
31-May-13	600	30-May-14
7-Jun-13	800	6-Jun-14
14-Jun-13	1,000	13-Jun-14
21-Jun-13	800	20-Jun-14
28-Jun-13	800	27-Jun-14
5-Jul-13	600	4-Jul-14

There you have it!

Once you have set up your spread sheet, you can now easily update it every week, and know exactly how you are tracking toward your USANA business growth goals.

Be sure to share this information with all of your team.

If you have any questions, please let us know.

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