

2024 PPAI 100: Distributor Business Fundamentals Survey Questions

Surveys open Feb. 26 to March 10. Not all questions are related to scoring.

You will be asked to list your company's PPAI number.

1. What was your company's worldwide billed revenue in promotional products for 2023 in \$USD? (Note: You will have the opportunity to provide validating documentation for a score bonus.)
2. What was your company's worldwide billed revenue in promotional products for 2020 in \$USD? (Note: If your company merged with or acquired one or more firms in 2020 or later, please include the combined worldwide billed revenue of all entities that now make up the parent company.)
3. Roughly what percentage of your company's billed revenue for 2023 came from new clients who had not purchased with you before Jan. 1, 2023? If you do not have the information available, please offer an estimate.
4. What was your company's gross profit margin for 2023?
5. What was your company's total order count for 2023 (excluding company store-related single-item orders)?
6. What was your company's average order size for 2023 (excluding company store-related single-item orders)?
7. What percentage of your company's revenue came from your top three (3) clients in 2023?
8. What percentage of your company's revenue came from your top 10% of individual sales reps in 2023 (if you have less than 10 sales reps, what percentage of total sales did your highest earner account for)?
9. What was your company's average number of full-time sales reps at any given time in 2023?
10. What was your company's average number of full-time customer service reps at any given time in 2023?
11. What was your company's average number of full-time finance staff personnel at any given time in 2023?
12. What is the average employee tenure of your current staff (in years)?
13. Please list any workplace culture awards your firm has accumulated in 2021, 2022 and 2023 (such as PPAI Greatest Companies to Work For, or equivalent honors in your local area, etc.).
14. What was your company's net freight profit or loss in 2023?
15. What was your company's average days to payment for customers in 2023?