

Sales

Enter Contested Markets with proALPHA® - and Win

Your sales force will appreciate convenient, comprehensive functions; from sales forecasting and the development of sales quotes to the management of orders and related services through a standard user interface. With its multi-language capability, an indispensable aid in the global marketplace; timely data and messages appearing in a personal reminders file for onward transmission to co-workers and redundant-free data management - from initial offer to final invoice - proALPHA offers a complete array of sales support functions.

The Sales module is one component of the fully integrated solution, where functions and data are built upon a common database. This implies constant availability of up to date information about on-hand stocks, targeted break-even points, the amounts and categories of project costs, payments, or the production status of a particular customer order. Information of this type and quality can only be delivered by a fully integrated solution.

Successful Presentation - Reliable and Efficient Execution

Complex demands will always arise in business transactions. Detailed sales quotes for a complex product line should be flexible and easily developed through the provision of features and options. The sales force should be able to construct, on its own, various combinations of product features and automatically test the feasibility of their selections while the system can calculate sales prices for each variant. Differences in the features of a product, such as colour, size, or quality, should be catered for without having to assign a new product number every time.

Rapid order creation and modification is key to achieving high levels of telephone sales. Locating a desired product requires an efficient and responsive search function – that must include searching by any number of freely definable characteristics. The availability of an item must be confirmed directly during invoice processing, if necessary set-asides must be made as well as the co-ordination of on-time deliveries.

Price and conditions can be determined quickly and reliably in accordance with specific company agreements. Commissions, whether on a volume or a variable margin basis can be computed and allocated where several sales representatives may be assigned. Special requirements exist in the wholesaler and supplier trades. Here, pre-payment terms or basic contracts and call-up deliveries from a schedule are common. Frequent data exchange between parties can be supported by EDI.

All of these demands can be met with proALPHA's integrated solution.

proALPHA caters for a number of industry practices including the idiosyncrasies of consignment and drop-shipment trade. Leasing agencies for example may be responsible for payment control. Others, such as the auditing department of a government contracting office, may simply have an auditing function to perform. proALPHA easily manages deliveries to members of a purchasing association where each member has a different settlement agreement. Each process is tracked through to completion, the balancing of open entries in financial accounting. Payment processing, discounts, partial or final invoicing – are all provided by the proALPHA Sales Module.

External Pricing Strategies - Transparent and Convenient

proALPHA software engineers are masters at delivering solutions that support complex processes. Sales departments especially, appreciate this ability in the creation and updating price lists. All prices, rebates and surcharges, can be administered independently within multiple user-defined ranges.

The number of price lists - including the use of multiple foreign currencies - is unlimited. Prices, discounts and mark-ups can be controlled by effectivity dates. Prices and discounts can be updated before the end of their "valid-through" dates so that a special sales campaign may be planned within the effective period. Of course, any changes made are documented to provide a comprehensive audit trail.

Picking and Shipping - The Fast Route from Warehouse to Customer

The preparation of goods for shipping is always time critical. This is especially true for the transportation industry, but, just as true for suppliers to the automotive industry for, who must meet tight Just-In-Time delivery standards for their customers. proALPHA provides all the data to make out a commission order - manually or automatically - based on outstanding delivery orders. A relatively simple example is the printing of a final "pick-list" by storage area and shipping method. All necessary transportation documents such as delivery slips, haulage contracts, export notifications, etc. are generated. proALPHA also produces a monthly INTRASTAT statistical report.

Serial Numbers - The Keys to the Product Life Cycle

In addition to the traditional reasons for issuing serial numbers, such as, product liability, length of warranty audits and technical change documentation, more and more proALPHA users see serial number management as a marketing instrument for their maintenance and after sales services.

proALPHA supports many different numbering schemes - for example, different product groups - each with a selectable format. The use of serial numbers can be mandatory to control release of shipment or acceptance of returns. Serial numbers can be automatically generated or manually assigned.

Using the individual serial numbers, all the information related to a single piece of equipment can be queried directly on-line or printed out as a hard copy equipment record. The information includes data from all related records, for example, the warranty period, production year, model, and scheduled maintenance. When proALPHA's WorkflowAutomation is used, the appropriate service representative will receive in his or her activity manager a notification of specific actions before the expiration of the maintenance period. It is also possible to assign a second number, perhaps defined as a registration number and use it as an additional search criterion.

Continuous Sales Forecasts - A Plan for Success

There are many methods for estimating the sales volume and earnings of individual departments. For example, monthly figures can be planned empirically or from the distribution of annual budgets over defined allocation periods. When sufficient data is available to permit the use of statistical methods, many forecasting computations can be applied. The dynamics of business call for a continuous planning process, proALPHA can accommodate both routine and complex algebraic formulas.

Sales planning figures are calculated from sales volumes, revenues, or gross profits. The forecasts can be defined by customer, branch, region, product, product group, and contract type or, in any combination. Alternative views are still possible independent of the planning scheme selected.

Forecasting can be based at a product group level or differentiated for each individual product. Historic and forward planning horizons can be freely defined. The mathematical models available consider such factors as seasonal variations and trends. Further company specific adaptations can be achieved using control parameters; in this way, recent, actual data can be weighted more heavily in the calculations. The system can even evaluate the suitability of a selected forecasting method for the chosen data.

Claims - Service with Consequences

Even with the highest standards of product quality, claims cannot be completely avoided. proALPHA processes customer claims as well as those claims arising during a product development cycle. All incoming claims are routed automatically to the appropriate customer service representative and product manager.

Expenses resulting from claims are differentiated according to the labour and material called for in the repair order and those directly assignable to the claim.

Claims management is a component of proALPHA's Total Quality Management concept. All product failures attributed to claims, are categorised by type and cause, and reports produced for the Engineering and Development Departments.

Win with an Information Head Start

Information that can be rapidly tailored to the specific requirements of a decision maker can be decisive in winning a sales contract. With proALPHA's integrated Information and Controlling System, every user can arrange the presentation of information in their own way - either online or, in report form.

Statistical information - by customer, sales representative, branch, region, product, product group, serial number, invoice, contract type, employee or any combination of these - is available with the touch of a key or a click of the mouse. Regardless of the financial ratio needed - turnover, profit margin, or break-even point - the data is at hand. Routine work is aided by the constant availability of all live and archived data. Information can be presented in detail for the clerk or, in summary form for management. The logical connection of all related data in proALPHA makes it possible, with a delivery receipt as the starting point, to identify the originating order, or, just as easily, retrieve the associated invoice.