

## Sales Management

### Mobile Products for Reps

- Web Sales Rep
- Pricebook
- CRM
- J&M ERA

### Recommended Automation Levels for Reps (Smartphone for all)

- Tablet, Web Sales Rep - Minimum
- Tablet, Web Sales Rep and CRM - Preferable
- Tablet, Web Sales Rep, CRM and ERA - Desirable

### Strategic Elements to Start Using if you are new to this (\* indicates optional product)

- Dispenser Manager
- Customer Price Manager
- Catalog Builder – Virtual Catalog
- SUM – Supply Usage Manager \*
- Order Seeker Emails (88 Graphics) \*

### What's stopping you from using technology to increase your sales?

- The 'Person In Charge' of your distributorship has not embraced it and has not made it a priority.
- The wrong person is trying to spearhead it, and is being ignored.

### Branding for your company (Marketing)

Take a good critical look at how you look to the world. Do you look vibrant and happening? Or do you look tired and dated?

- Logo. How long has it been since you've freshened the look?
- Website. How long has it been since you've updated the content? Does it look eye catching and appealing or does it look like you threw something out there to say you have a website?
- Trucks & Building – Do they help our image or hurt it?

## Sales Management

### ABCD Rank of Accounts

➤ .	Sales/Yr	GP/Yr
➤ A Accounts	15,000	5,000
➤ B Accounts	5,000	1,500
➤ C Accounts	2,000	750
➤ D Accounts	Below 2K	Below 750

### Average GP per Order

- Delivery alone is approx. \$40 per order
- ..and you have to pay commission
- So at 32% margin you need an order of approx. \$200 just to keep from losing
- \$115 GP/order is the current STEP1 customer average. Upper quartile is approx. \$170

### Managing D Accounts

Do any of the following two and you will be in much better shape!

- Meaningful minimum order that you really stick to or small order charge
- Charge for Delivery! STEP1 lets you easily do this.
- No Backorder privileges
- No Special Order privileges
- No commission!

### Advanced Strategic Topics

- Dimensions Business Intelligence
- Campaign Manager (part of Dimensions)
- Market Catalogs (done in Catalog Builder)
- Market Price Plans (done in Price Manager)
- J&M ERA