

Catalog Based Sales



The Need

Sales order entry is a critical activity in customer focused businesses like distribution. It may be the only regular point of contact with the customer, so the speed, skill and knowledge that is shown by the order taker will have a major influence on that customer's perception of the whole company.

The Solution

An order-taker who can answer technical queries, offer substitutes, introduce promotions and understand typical buying patterns will leave a lasting positive impression. Even if the order is being entered one step removed from the customer, e.g. via fax or order form, it is vital that the operator can record the order quickly and accurately with appropriate information readily to hand.

Key Features:

- Catalog and screen search

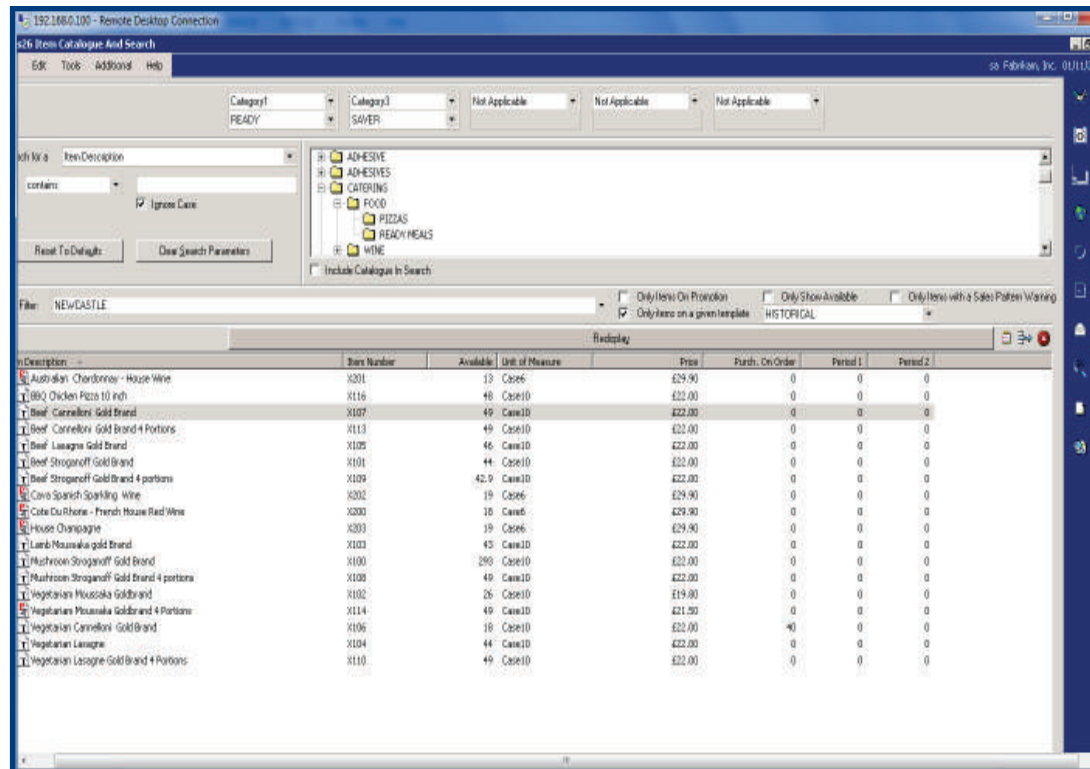
A new window called Catalog and Screen Search available from within sales transaction entry is used to drive all of the features described below.

- Section search

A new search criteria on catalog section name does not need to drill down through catalog levels.

- Item catalog

An explorer style arrangement of the entire inventory which allows the user to drill down through the catalog as a means of quickly identifying appropriate products.



- **Item attributes**

As well as the structured hierarchical approach the user can also search using unlimited item attributes to find items with a unique combination of features, e.g. 'find all nut free products in delicatessen products section of my catalog,' or 'find all blue paper that uses recycled material.'

- **Item display**

All selected items are displayed in 'list view' format. This offers the user a high level of control over the format of the display. For example the user can rearrange columns and immediately re-sequence information, perhaps to bring the most profitable information to the top of the list. There are options to show only those items that the customer has previously purchased* or those where there is stock available. The system administrator can even determine what information can be seen by individuals or groups of order takers. In some environments for example, margin information may not be relevant.

- **Information point**

Once an item is selected, the information bar will highlight where further information can be obtained for that product at the click of a button. This could include 'available to promise', substitutes, order history, access to item specifications and images. Key item information can even be emailed to the customer directly from the information bar.

- **Fast order entry**

The selected item can be dropped straight into the order. As soon as line entry is complete, focus will return to the catalog and search screen automatically.

What It Means For You

- **Increased sales**

The power of this module may reduce the risk of losing sales. The user can be easily prompted with substitutes and related products. There is also the facility to highlight items on promotion**. The operator can quickly identify where the customer has not purchased items that they usually order and then prompt them, and even view summary sales across previous periods***. Doubts and uncertainty about technical aspects of the product or its availability can be addressed by accessing the information bar.

- **Increased profitability**

Not only can the operator see margin information on screen, but lists of suitable items can be easily rearranged to bring the most profitable items to the top.

- **Improved customer service**

New sales order takers can quickly become experts via the use of catalog search and the information bar. Enabling them to add more value to the order and to the customer relationship with less training.

* When used in conjunction with Customer Templates

** When used in conjunction with Extended Pricing and Extended Pricing Enhancements

*** When used in conjunction with Sales Pattern Analysis



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