

Sales Optimizer



Sales Optimizer is a sales planning, analysis, and strategy tool designed to help you improve the performance of your business.

Forget report writing and complex data-mining tools. Sales Optimizer is your key to unlocking the critical intelligence hidden in the mountain of sales transactions.

With Sales Optimizer, you can:

- Test your strategies and check the impact of other factors on your product, customer, and sales resources.
- Review your total sales in any two planes of a four-dimensional transaction view.
- Focus attention on your top performers.
- Use “traffic lighting” – an analysis technique designed to quickly highlight good versus poor business performance.
- Use easy-to-follow wizards to load data manually or from an existing data source.

Identify Sales Opportunities

Sort both columns and rows on any displayed view and easily rank top performers from best to worst, or vice versa. With Sales Optimizer, sales opportunities are highlighted instantly – for example, why are we not selling our sixth top-selling product to our top two customers?

Trend Analysis

Use graphs to visually identify trend information on all salespeople, products, and customers. Sales Optimizer allows you to graph any two detailed categories – for example, product brand and contents or customer region and product mix.

Other Key Features

- Imports invoice and order data or both
- Attaches notes to values
- Conducts variance analysis
- Exports instantly to Microsoft Excel

Sales Summary Screen

The Sales Summary screen is the perfect place to start a sales meeting as it provides a two-year snapshot of sales performance. It also monitors total business activity, including customer, product, and sales staff performance.

Critical Sales Analysis

Cross-sell opportunities, order frequency, loyalty, and retention – the Sales Optimizer performance assessment tool instantly provides the critical sales analysis you need. You can analyze questions such as: why are 46 percent of our customers buying less than ten of our products?

The screenshot displays the Sales Optimizer software interface. The main window shows a data table titled "Product by Customer for All Salespersons Showing Yr to Sep 04 Revenue". The table has columns for Product, Total, WB Market LA, WB Market Las Vegas, and TL Food Mart. The data is color-coded by performance, with green indicating good performance and red indicating poor performance. An inset window titled "Sales Optimizer Summary" shows a comparison of results for "Yr to Sep 04" and "Yr to Sep 03".

Product	Total	WB Market LA	WB Market Las Vegas	TL Food Mart
GRAND TOTAL	4,364,327	484,695	338,741	243,3
KL Kew Orange Jce	451,880	90,719	56,023	411
KL Peo Gold Orge Jce I	422,902	12,144	36,154	15
KL Peo Gold Orge_Man	225,404	27,948	7,550	22
KL Thursty Black	157,237	23,937	21,326	8
TL Kew Orge Jce (Ka)	128,186	17,881	10,751	47
KL Peo Orge Jce (Ka)	123,397	0	0	7
KL Top Jce Orge	117,139	24,871	10,388	41
KL Kwag Blue	102,836	0	12,426	21
KL Kwag Blue 8S	83,468	7,919	11,390	44
TL Top Jce Orge	78,782	6,610	3,305	21
TL Top Jce Orge Man	74,551	0	5,508	111
TL Top Jce Tropical	71,286	9,914	3,305	91
KL Spices Orge (K) (Ka)	70,934	10,261	2,219	31
TL Kew Tomato Jce (Ka)	70,069	7,355	4,536	88
KL Top Jce Orge Man	64,972	3,088	1,320	81
TL Kew Orge_Mango Jce	64,343	4,018	5,508	11
KL Robs Top Jce (Ka)	61,075	0	0	0
KL Thursty Red Grape	59,987	7,560	7,774	4
KL F_Choice Orge Jce I	58,076	40,242	9,931	0
KL Pauls Orge Jce	56,076	0	0	0
KS0MI Kwag Blue	50,968	1,202	3,884	21
KL Kew Orge Passion J	53,008	0	0	14
KS0MI E2 Apple Blackcu	51,695	8,803	4,623	0
KS0MI Red Grapetisa	44,758	4,248	4,200	0
KS0MI Appletise	44,462	9,111	1,363	0
KL Kew Orge Mango J	44,135	0	0	1
KL F_Choice Green Appl	43,886	37,982	3,542	0
KL Top J Tropical	43,695	2,177	4,493	4,958
KL Thursty Cranberry	42,360	0	0	2,453

Results	Yr to Sep 04	Yr to Sep 03
Revenue	4,364,327	4,453,838
Cost of Goods	2,370,776	2,362,173
Margin	1,993,551	2,091,465
Units	306,835	312,191
Margin %	45.68%	46.96%

Customer	Revenue	Margin	Units
WB Market LA	484,694.88	226,276.26	32,422
WB Market Las Vegas	338,740.53	160,267.83	22,861
TL Food Market	243,367.14	113,842.31	17,031
Excel Foods - Boise	220,297.60	113,296.23	14,078
Ez Ze Stop	175,502.40	86,091.64	11,312
TM Market	117,081.08	59,752.92	8,172

Compatible with:

- Sage Accpac ERP* (formerly ACCPAC Advantage Series – all editions)
- Sage Pro ERP* (formerly ACCPAC Pro Series – all editions)

*Requires Order Entry.

To Order:

770-432-4505