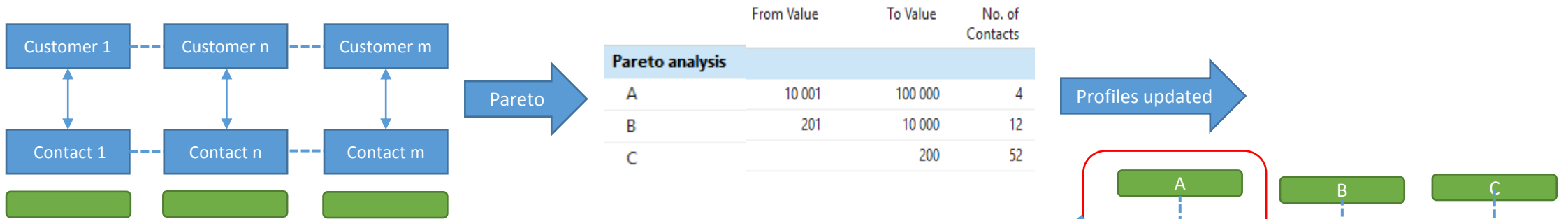


Contacts-Pareto-Segments-Campaigns

Related to Complex example II – MPH-AOPR-AOMA-EPS1

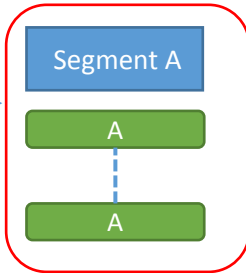
J.Skorkovský



	From Value	To Value	No. of Contacts
Pareto analysis			
A	10 001	100 000	4
B	201	10 000	12
C		200	52

Campaigns

No.	Description	Salesperson Code	Status Code	Starting Date	Ending Date
CP0001	ESF -Autumn 2019	MD	1-PLAN	24.10.2019	13.05.2021



Sales Type	Sales Code	Type	Code	Unit of Measur...	Minimum Quantity	Line Discount %	Starting Date	Ending Date
Customer	10000	Item	1964-W		9,00	10,00		
Customer	10000	Item	1964-W	PCS	7,00	5,00		
Campaign	CP0001	Item	1964-W	PCS	0,00	20,00	24.10.2019	13.05.2021

Line discount setup for Campaign

Sales line (Customer with profile A)

Lines

Type	No.	Description	Location Code	Quantity	Qty. to Assemble to Order	Reserved Quantity	Unit of Measur...	Unit Price Excl. VAT	Line Amount Excl. VAT	Line Discount %
Item	1964-W	INNSBRUCK Storage Unit/G.Door	BLUE	1			PCS	292,00	233,60	20

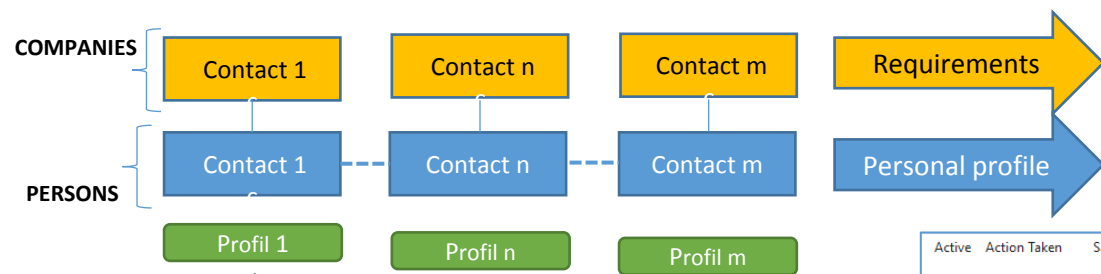
 =profile

Business „rainbow“

Progress in Sales Cycle Time

TOC-CRT-EC-FRT
Kepner-Tregoe
Balanced Scorecard

Chosen
Methods
Decision Tools



Opportunities

No.	Clos...	Creation Date	Description	Contact No.	Sales... Code	Status	Current Sales Cycle Stage
OP100028	<input type="checkbox"/>	09.10.2020	Changing office furniture	CT100148	BD	In Progress	Initial
OP100029	<input type="checkbox"/>	31.08.2020	Looking for three-piece suite	CT000027	BD	In Progress	Initial
OP100030	<input type="checkbox"/>	07.11.2020	10 to 15 Whiteboards	CT100215	DC	In Progress	Presentation

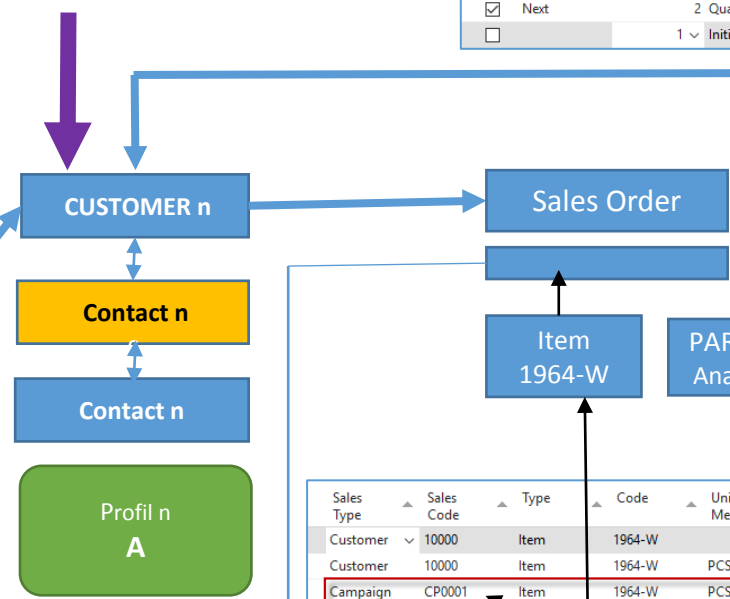
5091_Sales Cycle Stage

Sales Cycl...	Stage	Description
FIRSTSMALL	1	Initial
FIRSTSMALL	2	Qualification
FIRSTSMALL	3	Presentation
FIRSTSMALL	4	Proposal
FIRSTSMALL	5	Sign Contract

Active	Action Taken	Sales Cycle Stage	Stage Description	Date of Change	Estimated Close Date	Estimated Value (LCY)	Calcd. Current Value (LCY)	Completed %	Chances of Success %
<input checked="" type="checkbox"/>	Next	2	Qualification	28.01.2021	28.01.2021	6 000,00	2 250,00	5	70
<input type="checkbox"/>		1	Initial	05.11.2020	28.11.2020	4 500,00	495,00	2	20



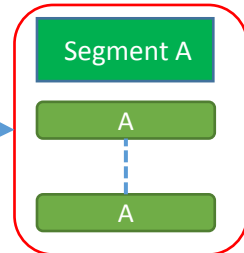
Marketing
(Leads Creation)



Pareto analysis

	From Value	To Value	No. of Contacts
A	10 001	100 000	4
B	201	10 000	12
C		200	52

Segment creation



Sales Type	Sales Code	Type	Code	Unit of Measur...	Minimum Quantity	Line Discount %	Starting Date	Ending Date
Customer	10000	Item	1964-W		9,00	10,00		
Customer	10000	Item	1964-W	PCS	7,00	5,00		
Campaign	CP0001	Item	1964-W	PCS	0,00	20,00	24.10.2019	13.05.2021

Campaigns

Created and activated Campaign

No.	Description	Salesperson Code	Status Code	Starting Date	Ending Date
CP0001	ESF -Autumn 2019	MD	1-PLAN	24.10.2019	13.05.2021

Final result in selling line

Line	Type	No.	Description	Location Code	Quantity	Qty. to Assemble to Order	Reserved Quantity	Unit of Measur...	Unit Price Excl. VAT	Line Amount Excl. VAT	Line Discount %
	Item	1964-W	INNSBRUCK Storage Unit/G.Door	BLUE	1			PCS	292,00	233,60	20