

Overview

Convert your raw sales data into meaningful information effortlessly. The Sales Analysis Report Generator enables you to generate summary and/or detailed reports using pre-defined formats (column headings) and sort sequences with user-defined filters and customization options. This powerful feature of dynaMACS provides you with virtually limitless possibilities for generating vital sales and commission reports.

This document is intended to help you maximize the benefits of Sales Analysis Reports.

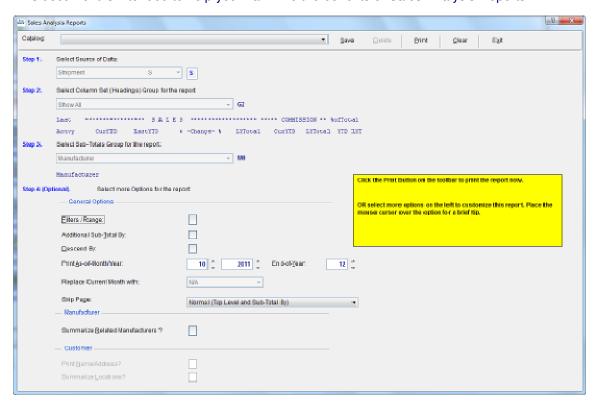


Table of contents:

Step 1.	50urce	∠
	Column Set (Headings)	
•	Format Examples - Sales Only	
	Format Examples - Sales and Agency Commission	5
	Format Examples - Agency Commission Only	6
	Format Examples - SalesRep Commission	7
	Format Examples - Goal Tracking	8
Step 3:	Sub-Totals Group (Sorting)	9
•	Sort By Listing by Group	10
Step 4:	Options	12
Sales A	nalysis Worksheet	15



Step 1: Source of Data



Overview:

Most sales analysis reports should be printed using Shipment as the source.

If your agency <u>does not</u> utilize the optional Commission Reconciliation Module:

• Shipment is your ONLY available option.

If your agency <u>does</u> utilize the optional Commission Reconciliation Module:

- Commission Received is an available option for Source of Data.
- Generally, Shipment reports will reflect sales and commission amounts based on shipment information entered from invoices.
 - These reports will accurately reflect true sales figures and should be used on reports that may be discussed with a customer or manufacturer
- Commission Received reports will reflect sales and commission amounts based on actual commissions posted.
- These reports reflect when an agency was paid on previous sales. These reports are typically used for payroll, budgeting and accounting purposes.



Step 2: Column Set (Headings)



Overview:

Step 2 of generating a Sales Analysis Report in dynaMACS requires the user to select a "Column Set (Headings)." The format determines what column headings and associated data fields will appear on the report. The chart below lists each of the available formats in dynaMACS. For each format, the type of data included on the report is listed along with special features and which example reports use that format.

		Info	ormation	Included	d on Rep	ort		
		Sales	Agency Commission	SalesRep Commission	Goal Tracking	12 Individual Months		
Format		0,	Con	Sa Con	Goal	12 l N		Example
Group Sales Only	Format J	Х					Special Features Simple, Basic Sales Analysis	Reports
	К	X					Current, Last & Previous Year-to-Dates	
	G1	Х					Includes Percent of Total Sales	
	3Y	X				X	Individual Months for 3 Years	
Sales &	E	Х	X				Simple Sales & Commission	
Agency Commission	R	X	X				Sales with comparison & Commission	
	X	X	X				Includes Average Commission Rates	
	G2	X	X				Includes Percent of Total Commission	
Agency	JA	^	X				Simple Analysis of Agency Commission	
Commission Only	KA		X				Current, Last & Previous Year-to-Dates	
	G3		X				Includes Percent of Total Commission	
	3YA		X			Х	Individual Months for 3 Years	
SalesRep	_	V	^	V		^		
Commission	R3	Х		X			Simple Sales & Sales RepCommission	
	JR			X			SalesRep Commission Only	
	KR			Х			Current, Last & Previous Year-to-Dates	
Goal Tracking	3YR			Х		Х	Individual Months for 3 Years	
Goal Tracking	Z1	Х			Х		Worksheet for Sales	
	Z1C	Х	Х		Х		Worksheet for Sales & Commission	
	Z2	Х			Х		Year-to-Date Sales Goal	
	Z3	Х			Х		Annual Sales Goal	
	Z4	Х	Х		Х		Year-to-Date Sales & Commission Goal	
	Z 5	Х			Х		Annual Sales & Commission Goal	



Format Examples

Sales Only

These formats present sales information only. Because they contain NO commission information, they are ideally suited for use with Customers and Manufacturers. These formats also work well with agencies that do not share commission information with Sales Reps.

Format: J

 Last	*********	********	·	 LES ***	·		
Actvy	CurMo	LYCurMo	CurYTD	LstYTD	\$ Varia	ance %	LYTtl
10/11	433,526	336,726	4088,738	3810,670	278,068	+7%	4580,807

Format: K

Last Actvy	*********** CurMo	********** (C)urYTD 	*********** (L)stYTD	** SALE (P)rvYTD	,		*********** riance (C)v		******** LYTtl
10/11	433,526	4088,738	3810,670	2981,895	278,068	+7%	1106,843	+37%	4580,807

Format: G1

Last	*********		 ******* C	 A L E S **:		 ****		*****	 **%
Actvy	CurMo	LYCurMo	CurYTD	LstYTD	\$ Varia		LYTtl	,,	70
10/11	433,526	336,726	4088,738	3810,670	278,068	+7%	4580,807	100	100

Format: 3Y

	****	******	******	******	*******	* M O N	THLY	SALE	S *****	******	******	******	YTD/
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	0ct	Nov	Dec	Total
1 2	298,963	368,923	382,449	510,270	426,222	357,550	476,111	503,396	331,328	433,526			4088,738
	-	-	-	-	335,750	-	-	-	-	-	404,755	365,382	4580,807
9 2	299,367	299,367	299,367	299,367	299,367	299,367	299,367	299,367	299,937	287,022	242,955	219,320	3444,170



Sales & Agency Commission

These formats present sales and agency commission information. Because they DO contain commission information, they should be used with some descretion. These formats should NOT be used on reports that are likely to be viewed by Customers.

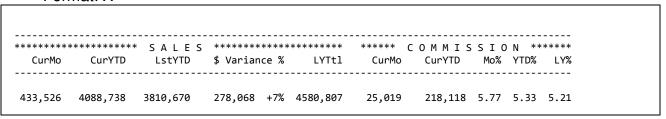
Format: E

Last	*******	SAL	E S ***	******	***** C (OMMISS	5 I O N **	*****
Actvy	CurMo	ThsYTD	LstYTD	LYTtl	CurMo	ThsYTD	LstYTD	LYTtl
			3810,670	4580,807			194,941	

Format: R

Last Actvy	CurMo	·********** CurYTD	* SALES LstYTD	****** \$ Varia		********* LYTtl	**** AGY CurMo	COMMISSIC CurYTD	N ***** LYTtl
10/11	433,526	4088,738	3810,670	278,068	+7%	4580,807	25,019	218,118	238,562

Format: X



Format: G2

Last	******	***** S A	L E S ***	******	******	***** COMM]	SSION ***	***%***%
Actvy	CurYTD	LstYTD	Var\$	Var%	LYTtl	CurYTD	LYTtl	YTD LYT
10/11	4088,738	3810,670	278,068	+7%	4580,807	218,118	238,562	100 100



Agency Commission Only

These formats present agency commission information only. Because they contain ONLY commission information, they should be used with care. These formats are extremely helpful in evaluating the bottom line. After all, you don't put sales dollars in the bank!

Format: JA

Last	******	*******	COMM	ISSION	******	******	*****
Actvy	CurMo	LYCurMo	CurYTD	LstYTD	\$ Vari	ance %	LYTtl
10/11	25,019	17,499	218,118	194,941	23,177	+12%	238,562

Format: KA

 Last	********	 *******	*****	 C O M M I S S :				 ******
Actvy	CurMo	(C)urYTD	(L)stYTD	(P)rvYTD) Variance (C)vs(P)	LYTtl
10/11	25,019	218,118	194,941	161,879	23,177 +1	2% 56,23	9 +35%	238,562

Format: G3

Last	******	******	C O M M	115510	*****	******	******	**%***%
Actvy	CurMo	LYCurMo	CurYTD	LstYTD	\$ Vari	lance %	LYTtl	YTD LYT
10/11	25,019	17,499	218,118	194,941	23,177	+12%	238,562	100 100

Format: 3YA

	****	*******	******	**** M O	NTHLY	COMM	иіѕѕі	ON SA	L E S ***	******	******	******	YTD/
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	0ct	Nov	Dec	Total
011	15,971	20,144	21,175	29,509	23,909	13,598	24,094	25,197	19,502	25,019			218,118
010	9,492	16,536	15,645	20,361	18,257	20,593	32,248	27,728	16,582	17,499	22,922	20,699	238,562
009	16,221	16,221	16,221	16,221	16,221	16,221	16,221	16,221	16,250	15,861	15,179	14,006	191,064



SalesRep Commission

These formats present SalesRep commission information. The R3 Format also shows limited Sales Information. These formats are helpful for the Sales Rep to monitor what contributes to his/her bottom line. They typically are not used for printing the actual commission statement. A Posted Sales (or Commissions) Report should be used for that purpose because it lists individual invoices.

Format: R3

 Last	*********		 S A L E S	******	· ******		**** RED	COMMISSION	 J ****
Actvy		CurYTD	LstYTD	\$ Varia		LYTtl	CurMo	CurYTD	LYTtl
10/11	433,526	4088,738	3810,670	278,068	+7%	4580,807	10,990	95,276	104,106

Format: JR

Last	********	***** R E	P COM	MISSION	**********	*****
Actvy	CurMo	LYCurMo	CurYTD	LstYTD	\$ Variance %	LYTtl
10/11	10,990	7,712	95,276	84,949	10,327 +12%	104,106

Format: KR

Last	*****	******	**** R E P	COMMI	SSION	*****	******	*****	******
Actvy	CurMo	(C)urYTD	(L)stYTD	(P)rvYTD	(C)v	s(L) Var	iance (C)vs	s(P)	LYTtl
10/11	10,990	95,276	84,949	70,425	10,327	+12%	24,851	+35%	104,106

Format: 3YR

	****	******	******	******	** M O N 1	THLY	R E P C	OMMIS	SION	******	******	******	YTD/
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	0ct	Nov	Dec	Total
2011	7,083	8,843	9,244	12,848	10,498	5,972	10,482	10,892	8,424	10,990			95,276
2010	4,123	7,241	6,777	8,894	7,942	9,078	14,012	11,972	7,198	7,712	10,157	9,000	104,106
2009	7,057	7,057	7,057	7,057	7,057	7,057	7,057	7,057	7,068	6,901	6,718	6,073	83,216

Sales Analysis Reports Format Examples

Goal Tracking

These formats are used exclusively with the Optional Goal Tracking Module.



alesRep	Last	*** SALES GOAL ****	****** S A	\ L E S ***	******
Manufacturer Customer NAME	City StaActvy	NextTtl CurTtl	CurYTD	LYTtl	PYTtl

Format: Z1C

	******* **AvgComm%**
Manufacturer Customer NAME City StaActvy NextTtl Comm% CurYTD LYTtl	PYTtl CurYTD LYTtl

Format: Z2

 Last	*******		*******	 S A L E S	*******	*******	 ******	******
Actvy	CurMo	LYCurMo	Var%GOALYTD	CurTYD	LstYTD	\$ Varia	nce %	LTYt1
10/11	433,526	336,726		4088,738	3810,670	278,068	+7%	4580,807

Format: Z3

Last	*******	*******	******	SALES	******	*****	******	SALES GOAL	***
Actvy	CurMo	LYCurMo	CurYTD	LstYTD	\$ Varia	nce %	LYTtl	CurTtl	Re1%
10/11	433,526	336,726	4088,738	3810,670	278,068	+7%	4580,807		

Format: Z4

Last Actvy	**************************************	***** S A CurYTD	************ \$ Variance %			I S S I O N GoalYTD		**** Var%
10/11	433,526	4088,738	4088,738	25,019	218,118		218,118	

Format: Z5

Last	********	******	SALES	**********	*******	SALES GOAL	***	** COMM GOAL	***
Actvy	CurMo	CurYTD	LstYTD	\$ Variance %	LYTtl	CurTtl	Rel%	CurTtl	Re1%
10/11	433,526	4088.738	3810,670	278,068 +7%	4580,807				



Step 3. Select Guo-Totals Group for the report.

Sales Rep Branch
Mandature Rotated
Blancharder Rotated
Blancharder Rotated
Countries AEO
Coun

Overview

Step 3 of generating a Sales Analysis Report involves selecting the sequence the report should be printed. There are numerous pre-defined sequences built-in to dynaMACS.

For example: SortBy: S2 SalesRep / Customer / Manufacturer

S2 is an arbitrary code assigned to this report sequence. The description identifies how the report will be sequenced and what sub-totals to expect. This report will:

- Skip to a new page for each SalesRep
- Print the customers within the SalesRep territory
- Print totals for each manufacturer the customer buys from
- Print the total for all manufactuers for each customer
- Print the total for all customers for each Sales Rep
- All reports print an Agency Total on the final page

ormat: J		•			•	S	ales as	of 10/2011
SortBy: S2				*02* Jim B	lack		E	OY Mth: 12
Customer	Last *	******	******	***** S	 ALES ***	*******	******	******
Manufacturer	Actvy	CurMo	LYCurMo	CurYTD	LstYTD	\$ Vari	ance %	LYTt1
del's Dist / Cinci								
Apcal Alloy Company	10/11	338		821	194	627	+323%	8,243
Isle Restoring Co.	12/10<		663		887	887-	-100%	459
Lee Jacob Mfg	10/11	11,471	11,149	166,203	222,816	56,613-	-25%	257,311
MNC Company	10/11	810	1,232	8,303	3,004	5,299	+176%	248
Simpso Part Supply	10/11	2,165	474	10,221	10,767	546-	-5%	12,711
*Ttl Cust *ADED00CI*	10/11	14,784	13,518	185,548	237,668	52,120-	-22%	278,972

Another example: SortBy: M3 Manufactuerer / Customer

Again, M3 is an arbitrary code assigned to this report sequence. This report will:

- Skip to a new page for Manufacturer
- Print totals for each customer ther manufacturer sells to
- Print the total for all customers for each manufacturer
- All reports print an Agency Total on the final page

	K Sales as of 10/201 M3 *LJM* Lee Jacob Mfg EOY Mth: 1											
******	*******	*********	*** SALE	*******	*******	*******	 Last					
LYTtl	riance (C)vs(P)	(C)vs(L) Va	(P)rvYTD	(L)stYTD	(C)urYTD	CurMo	Actvy	LesRep Customer				
257,311	11,2516%	56,61325%	177,454	222,816	166,203	11,471	10/11	Adel's Dist / Cinci				
115,611	102,649 +144%	80,349 +86%	71,053	93,353	173,702	13,367	10/11	Achin Welding Co				
61,460	22,901 +52%	11,212 +20%	44,286	55,975	67,187	3,391	10/11	Agora Metals				
58,796	21,370 +66%	11,005 +26%	32,345	42,710	53,715	1,381	10/11	Adel's Dist / Dayton				
57,502	27,781 +72%	16,566 +33%	38,619	49,834	66,400	10,316	10/11	American Instruments				
45,981	7,590 +27%	4061%	27,671	35,667	35,261	5,070	10/11	Babson Tooling				
234	187100%	234100%	187	234			09/10<	Antenna Development				
225	238 +134%	190 +84%	177	225	415		08/11	Alert Alarm Design C				
27	21100%	27100%	21	27			09/10<	Air Plating Co				
	1,777	1,777			1,777	1,777	10/11*	Acme Sign Company				
	1,769	1,769			1,769	488	10/11	Baka Steel Company				
910,036	300,817 +51%	134,422 +18%	586,342	752,737	887,159	79,991	10/11	Total Mfg *LJM*				



<u>Listed below are all the pre-defined SortBy options available:</u>

SalesRep Reports

```
SalesRep
S0
SA1 SalesRep / Customer
    SalesRep / Customer / Manufacturer
SC1 SalesRep / Customer / MfgRel / Mfg
SL4 SalesRep / Customer(State-Cty) / Mfg
SL6 SalesRep / Customer(Zip) / Mfg
    SalesRep / Division / Manufacturer
SD
S3
    SalesRep / Manufacturer
    SalesRep / Manufacturer / Customer
S1
Z1
    SalesRep / Manufacturer / Customer
    SalesRep / MfgRel / Customer
SR1 SalesRep / MfgRel / Mfg / Customer
SL5 SalesRep / State / Customer(Cty) / Mfg
```

Reports based on SalesRep Classifications

```
B1 Branch
```

BS3 Branch / SalesRep

Manufacturer Reports

```
M0 Manufacturer
M3 Manufacturer / Customer
MC1 Manufacturer / CustomerType / Customer
MD0 Manufacturer / Division
MD2 Manufacturer / Division / Customer
MD1 Manufacturer / Division / SalesRep
M2 Manufacturer / SalesRep
M1 Manufacturer / SalesRep / Customer
ML0 Manufacturer / State / SalesRep
```

Reports based on Manufacturer Classifications

```
R1
    MfgRel
RC
    MfgRel / Customer
    MfgRel / Manufacturer
RM2 MfgRel / Manufacturer
RM1 MfgRel / Manufacturer / Customer
RMS MfgRel / Manufacturer / SalesRep
RSM MfgRel / SalesRep / Manufacturer
    MfgType
T1
TMC MfgType / Customer
    MfgType / Manufacturer
TMO MfgType / Manufacturer / Customer
TMS MfgType / SalesRep / Mfg / Customer
TML MfgType / State
```



SortBy Listing (continued)

Customer Reports

- C1 Customer
- C2 Customer / Manufacturer
- CM Customer / MfgRel / Manufacturer
- CX Customer Alpha

Reports based on Customer Classifications

- A1 CustomerABC
- AC CustomerABC / Customer
- AC1 CustomerABC / Customer / Mfg
- CR CustomerRel
- CT CustomerType
- CT2 CustomerType / SalesRep
- D1 Division
- DC Division / Customer
- LS State
- LS1 State / City
- LS2 State / City / Customer / Manufacturer
- LS3 State / Manufacturer
- L0 State / Region
- L1 State / Region / City
- L3 State / Region / City / Customer
- L2 State / Region / City / Manufacturer
- LS4 State / SalesRep
- LR StateRegion
- LR1 StateRegion / Customer
- LR2 StateRegion / Customer / Manufacturer
- LG Region
- LG1 Region / Customer
- LG2 Region / Customer / Manufacturer

Mfg/Customer Cross Reference Reports

- XS X-Ref Source
- XC X-Ref Source / Customer
- XM X-Ref Source / Manufacturer
- XM1 X-Ref Source / Manufacturer / Customer



Step 4: Options



Overview

The options feature in Sales Analysis Reports, enable the user to customize a report to fit specific agency requirements.

Filters / Range

This option enables the user to filter the report to include (or exclude) certain sales and commission records.

Up to four of the following fields may be combined to filter the contents of any Sales Analysis Report:

- 3 Mfg Code
- 4 Cust Code
- 5 Cust Location
- 6 Rep Code
- 7 Cust Lookup
- 8 Cust ABC
- 9 Cust Type
- 10 Cust Divison
- 11 Cust State/Reg
- 12 Cust State
- 13 Cust Region
- 14 Cust ZipCode
- 16 Cust City
- 17 Cust Related
- 18 Cust Status
- 19 Rep Branch
- 20 Rep Status
- 21 Mfg Type
- 22 Mfg Related 23 Mfg Status
- 24 Xrf Source
- 26 L.Act yyyymmdd
- 27 Cust Lists



Step 4: Options (continued)

Sub-Total By:

This option enables the user modify the selected Sort By. Selecting any one of the following fields will add an additional sub-total to the report for the field:

- O Standard Sort
- SalesRep.
- 2 SalesRep Branch
- 3 Manufacturer
- 4 Mfg Related
- 5 Mfg Type
- 6 CustomerDivisn
- 7 Customer Type
- 8 Customer ABC
- 9 Customer State
- 10 Customer StRea
- 11 CustomerRelated
- 12 X-Ref Source

Example: An agency has classified all customers as either OEM or Distribution using the Customer Division. The agency wants to evaluate sales and commissions for all manufacturers within each Division. There is no pre-defined Division / Manufacturer Sort By. However, the exact same result is obtained by selecting the M0 Manufacturer Sort By and then Sub-Total By: Field #6 - Customer Division.

Descend By:

This option enables the user rank the lowest level of sub-totals on the selected Sort By based on any of the following fields:

- O Turn off Descending
- 1 Sales-CurrMo
- 2 Sales-ThisYTD
- 3 Sales-LastYTD
- 4 Sales-LastYrTtl
- 5 Comm CurrMo
- 6 Comm -ThisYTD
- 7 Comm -LstYrTtl
- 8 Forecast-ThisYear
- 9 Sales-Comp YTDs

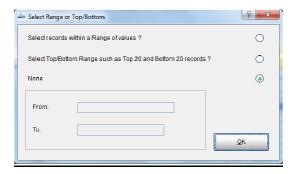
Example: An agency wants to rank all the customers that buy from each manufacturer based on Year-to-Date Sales. They would select Sort By: M3 Manufacturer / Customer and then Descend By: Field #2 Sales –This YTD.

Step 4: Options (continued)

Descend By: (continued)

Select Range or Top / Bottom

If the Descend By: option is activated, the following screen appears after selecting a field:



This enables the user to print records based on a range of values for the selected field, just the Top and/or Bottom records or All records or both.

Print As-of-Month/Year

This option enables the user to print the report based on any previous or future point in time. By default, the Month and Year is set to 1 month prior to the current Process Month.

End-of-Year Month:

This option enables the user to base all the amounts on the report on any Fiscal Year, determined by the month selected with this option. By default, the End-of-Year Month is set to 12 (December).

Summarize Related Manufacturers?

This option enables users with multiple manufactuers related to a single manufacturer to summarize the multiple manufacturers into a single total.

Customer Print Name/Address?

This option is available on reports where the customer has subtotals printed below. The Sort By: S2 SalesRep / Customer / Manufacturer is an example. When this box is checked, the full name and address will print. If the box is unchecked, only the customer name will print.

Summarize Locations?

This option is available on reports with customer subtotals. When this box is checked, locations will be summarized and just the total for the Headquarters will print. This option is particularly helpful when ranking customers...the individual locations may appear numerous times on the report without this option checked.



Sales Analysis Reports Worksheet

Report	Description:											
Freque	ncy:											
Prepare	ed By:		Date:									
Step 1.	Source:		Commission Recd									
Step 2.	Format:											
Step 3.	Sort By:	Notes:										
Step 4.	(Optional)											
Ge	eneral:											
		Field From	Thru	Include/Exclude	And/Or							
	Filters/Range:	· · · · · · · · · · · · · · · · · · ·			/ 🗆							
			 -		/ 🗆							
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					/ 🗆							
		Notes:										
	Additional Sort/S	Sub-Total By:										
		Notes:										
	Sort Report Des	cending By:										
	☐ Filter?	□ Range_	····									
		☐ Top/Bottom	 									
		Notes:		····								
	Print As of Month	Year:/ E	End of Year Month:									
		Notes:										
	Replace Current N	Month with										
	Skip Page											
<u>Ma</u>	anufacturer Option	<u>s</u>										
	Replace Manufa	cturer with Related M	anufacturer?									
		Notes:										
<u>Cı</u>	ustomer Options											
	Print Customer N	Name/Address?										
		Notes:										
	☐ Summarize Customer Locations?											
		Notes:										