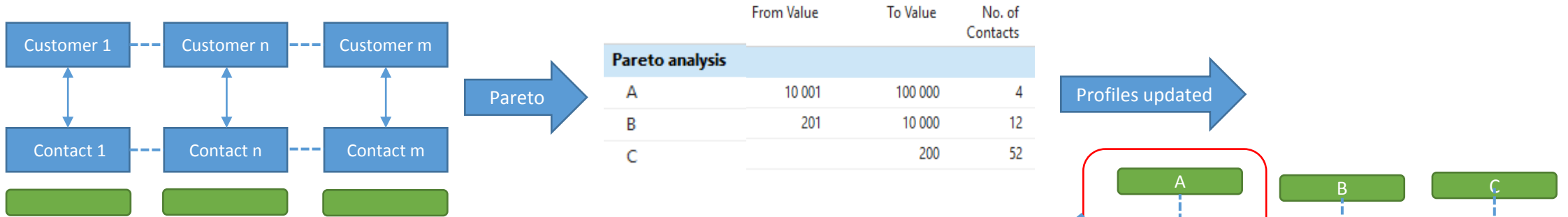


Contacts-Pareto-Segments-Campaigns

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

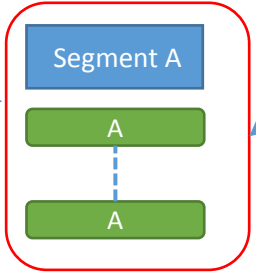
J.Skorkovský



| | 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 |

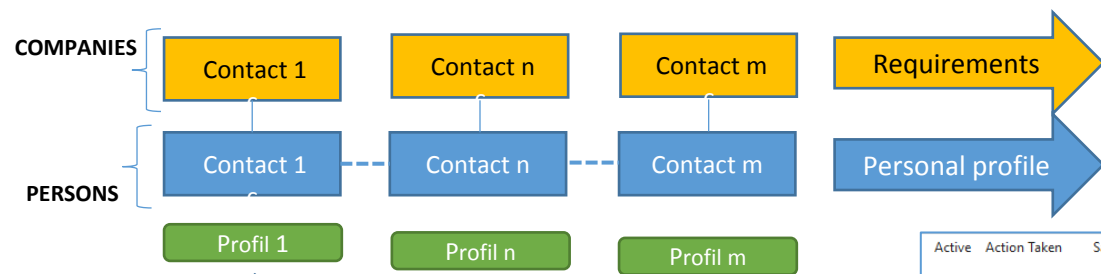
=profile

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 |

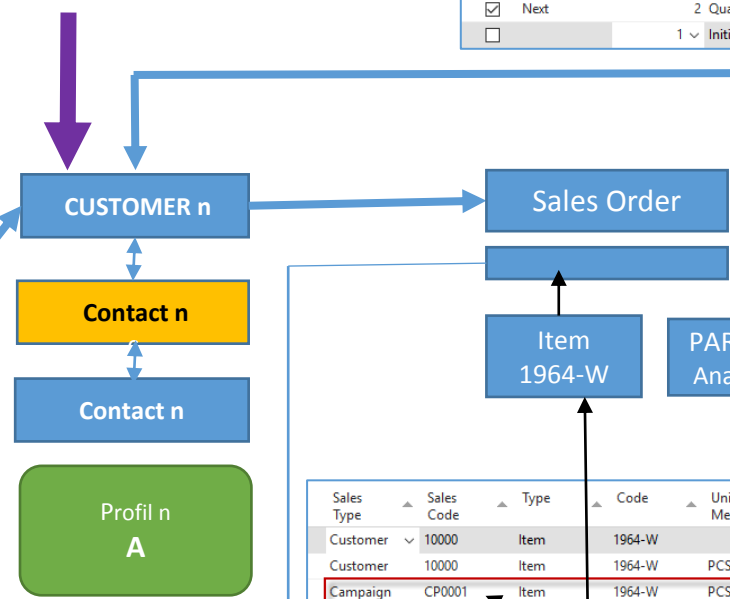
5091_Sales Cycle Stage

| 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 |



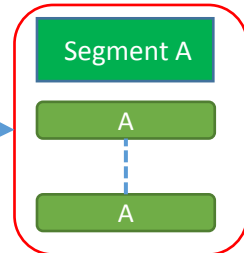
Marketing
(Leads Creation)



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 |