

BOOST counter sales

WHILE BUILDING BETTER CUSTOMER RELATIONSHIPS.

The Ultimate Counter Sales Tool

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by **AUTOLOGUE**[™]
COMPUTER SYSTEMS, INC.

Clearly Displayed Sales vs. Goals

**DATA
REFRESHED
DAILY**

Counter Sales BI Indicators

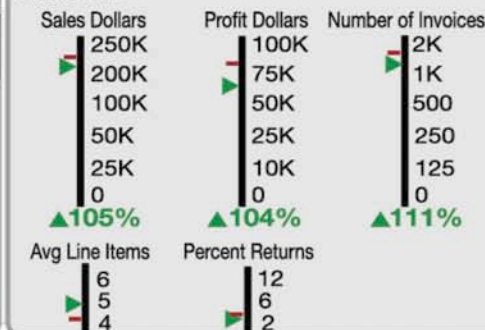
- Data displayed by Counterperson for MTD & YTD performance vs. goals
- View Profit Dollars by MTD & YTD – essential to a successful business
- Provide tools to motivate & monitor your Counter personnel's sales
- Management can now offer cash incentives, awards & spiffs for sales/profit increases for a job well done.

ABC Auto Parts- Norwalk - Counterperson: Steve Gem

Goals MTD



Goals YTD



Sales Dollars

MTD	LY MTD	%Change	MTD Goal	% of Goal	% of Store	YTD	LYTD	%Change	YTD Goal	% of Goal	% of Store
\$34,995.10	\$34,025.87	2.85%	\$35,250.00	99.00%	38.00%	\$225,035.81	\$201,562.10	11.65%	\$215,324.56	105%	42%

Profit Dollars

MTD	LY MTD	%Change	MTD Goal	% of Goal	% of Store	YTD	LYTD	%Change	YTD Goal	% of Goal	% of Store
\$12,598.23	\$11,023.15	13.00%	\$12,250.10	102.50%	43.00%	\$81,006.61	\$70,878.85	14.60%	\$78,768.14	104%	51%

Number of Invoices

MTD	LY MTD	%Change	MTD Goal	% of Goal	% of Store	YTD	LYTD	%Change	YTD Goal	% of Goal	% of Store
265	220	20.48%	240	11.11%	31.00%	1704	1415	20.48%	1543	111%	35%

Avg Line Items

MTD	LY MTD	%Change	MTD Goal	% of Goal	% of Store	YTD	LYTD	%Change	YTD Goal	% of Goal	% of Store
5	4	25.00%	5	100.00%	31.00%	5	4	25.00%	5	100%	36%

New Returns Percent

MTD	LY MTD	%Change	MTD Goal	% of Goal	% of Store	YTD	LYTD	%Change	YTD Goal	% of Goal	% of Store
2.20%	3.00%	83.00%	2.50%	89.00%	8.00%	2.40%	2.90%	120.00%	3%	80%	12%

MTD Counterperson Incentive - (Calculated on Profit Dollars)

Actual Profit	Goal	Difference	%Award	Award \$\$	Profit / In Bank
\$12,598.23	\$12,250.10	\$348.13	10%	\$34.81	\$313.32

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View Customer Buying Trends Daily

**DATA
REFRESHED
DAILY**

Counter Alerts & Notifications

Get Alerts if purchases fall below the norm. Be proactive by calling your customer & building loyalty.

- Management can send notifications to ALL Counter personnel about company activities: events, meetings
- The Scheduler provides tools for Counter Staff to make PR & follow up calls.
- View Opportunities, ie., promotions, monthly specials and discounts.
- In an instant your Counterperson can identify the alert importance.

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Alerts & Notifications

- BUENA PARK AUTO CENTER
- FIRESTONE STR. #0124
- MERRITT'S CITGO
- FIRESTONE STR. #0114
- MONTHLY SALES MEETING

No Purchases for 2 days

No Purchases for 2 days

Down 35.8% of Average Daily Purchases

Over Returned \$26.72

Conference Room, 5 PM Tuesday

 **Schedule**

 **Customer List**

 **Opportunities**

 **Map**

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Build Relationships & Customer Loyalty

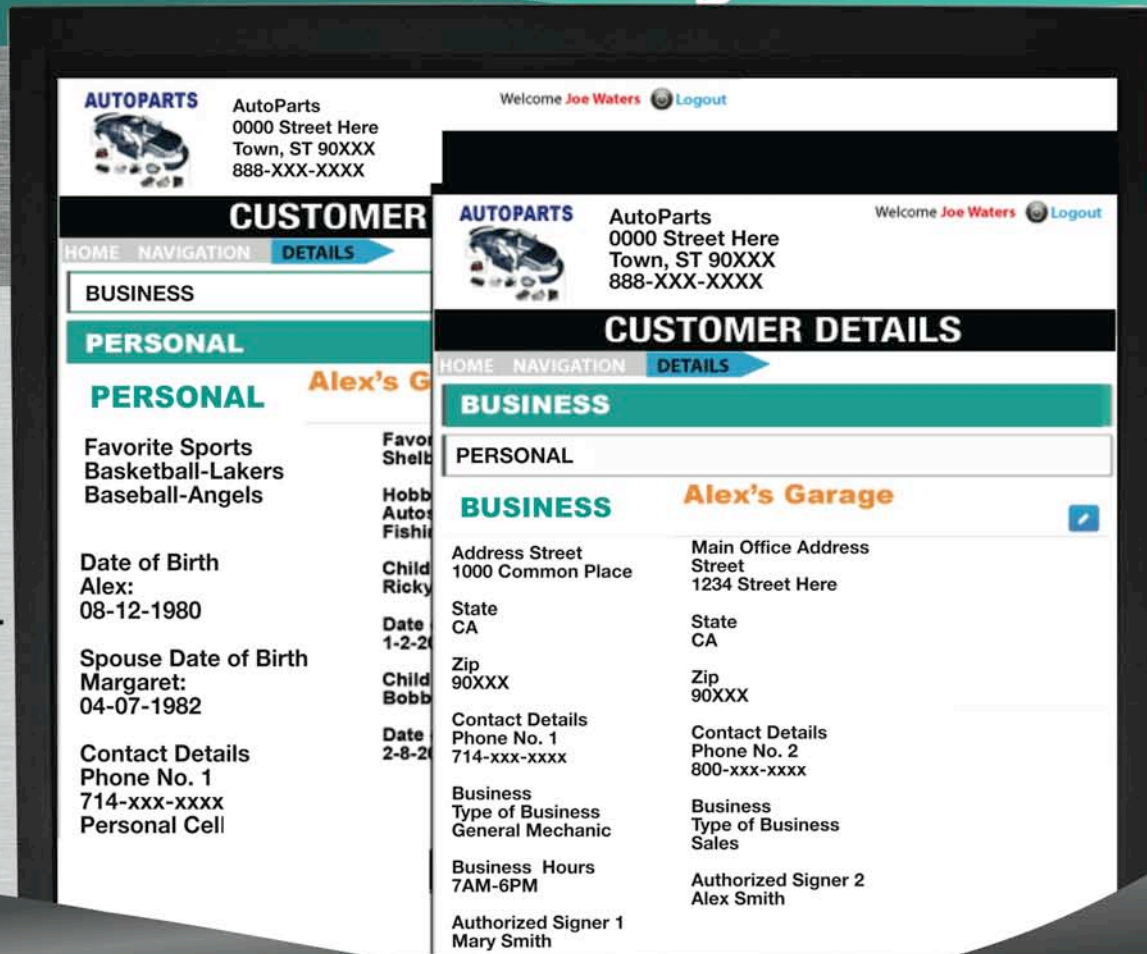
CRM: About the Customer

Build solid business relationships and achieve Customer loyalty by capturing Business and Personal Information.

- Key Business Information: business hours, type of business, authorized buyers & brand preference.
- A 360 degree view of your Customers' personal favorites: sports, hobbies, cars, plus family birthday reminders.

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The screenshot displays the Autologue CRM interface. At the top, it says 'WELCOME Joe Waters' with a 'Logout' link. The main header is 'CUSTOMER' with a navigation bar containing 'HOME', 'NAVIGATION', and 'DETAILS'. Below this, there are two tabs: 'BUSINESS' and 'PERSONAL'. The 'PERSONAL' tab is selected, showing a 360-degree view of the customer's information. The customer's name is 'Alex's Garage'. The information is organized into sections: 'Favorite Sports' (Basketball-Lakers, Baseball-Angels), 'Date of Birth' (Alex: 08-12-1980, Spouse Date of Birth: Margaret: 04-07-1982), 'Contact Details' (Phone No. 1: 714-xxx-xxxx, Personal Cell), 'Favorite Hobbies' (Hobby: Auto, Fishing), 'Child' (Ricky), 'Date' (1-2-2000), 'Child' (Bobb), 'Date' (2-8-2000), 'Business' (Type of Business: General Mechanic, Business Hours: 7AM-6PM, Authorized Signer 1: Mary Smith), and 'Main Office Address' (Street: 1234 Street Here, State: CA, Zip: 90XXX, Contact Details: Phone No. 2: 800-xxx-xxxx, Business Type of Business: Sales, Authorized Signer 2: Alex Smith).

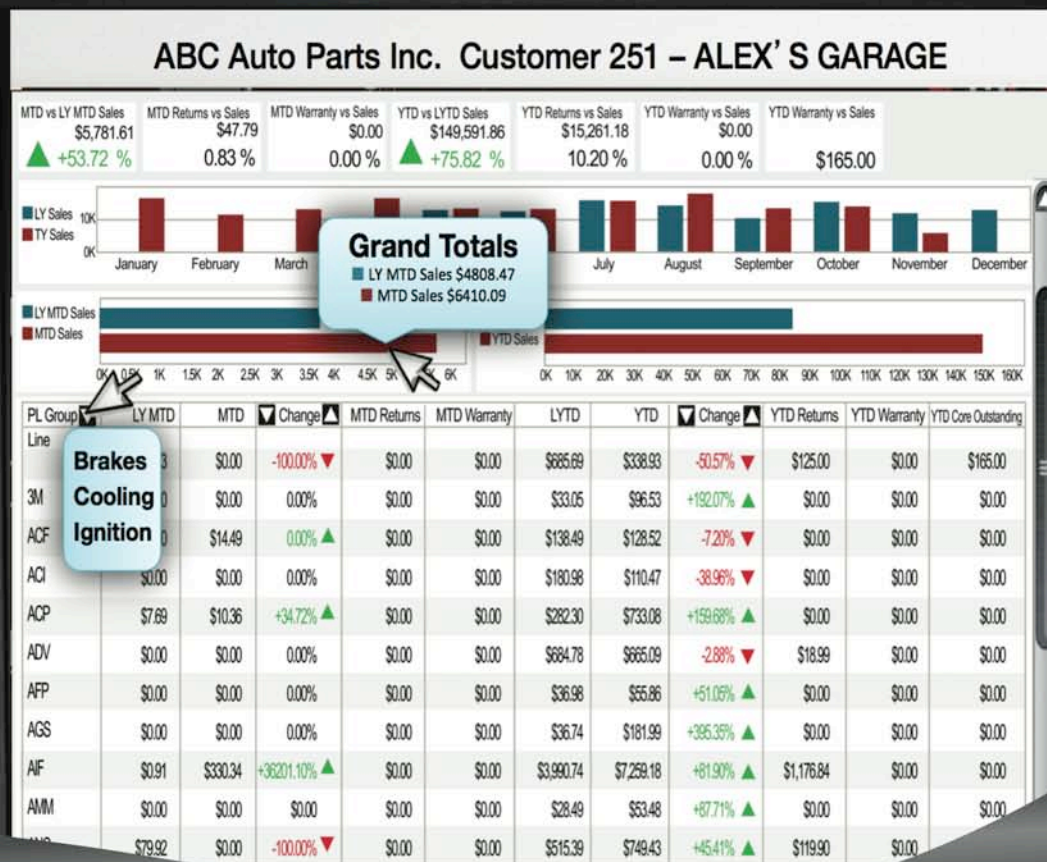
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Interactive Sales for the Professional Installer

Wholesale Customer Sales BI Dashboard

- Interactive Sales BI by MTD and YTD are clearly displayed.
- Easily View Sales Comparisons for 12 Months.
- View ALL Product Lines by Sales Increase ▲ or Decrease ▼.
- Analyze Product Groups by MTD and YTD.



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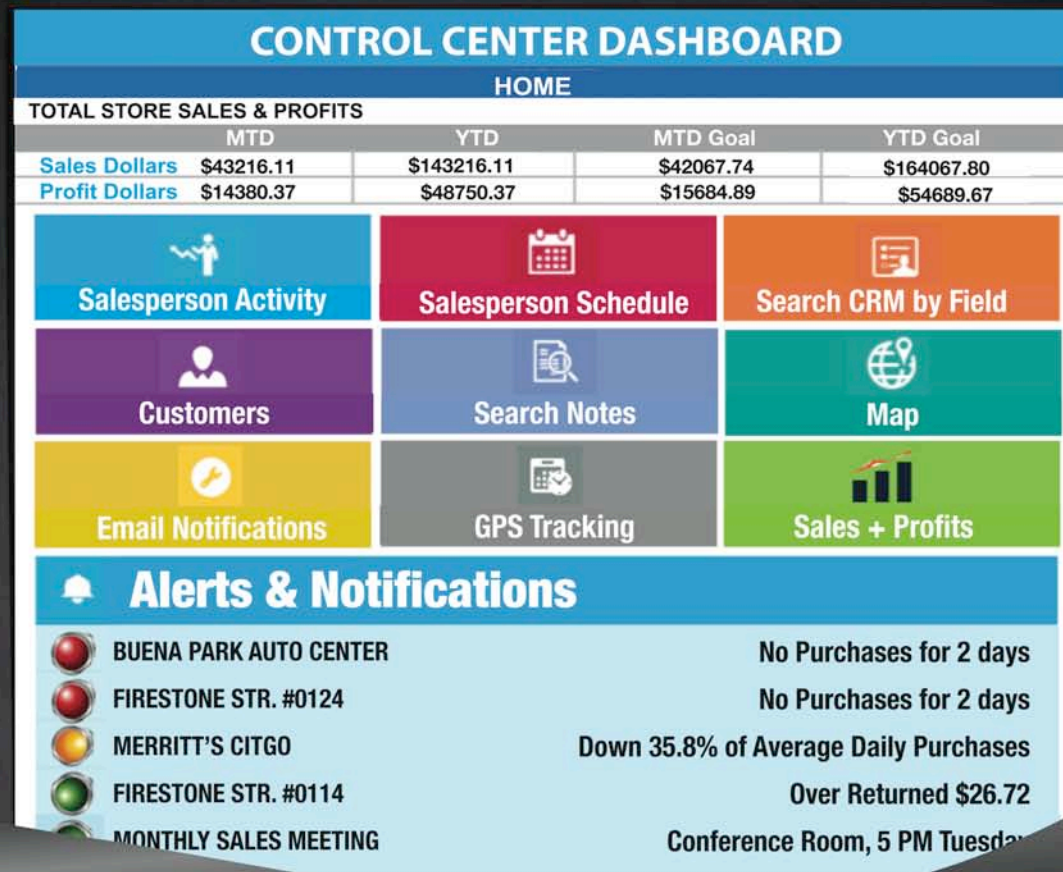
Instant View by CEOs, CFOs, Presidents & Managers

Owner Module: Main Screen

- View MTD and YTD Sales to Budget
- Global Access to ALL Counterperson's Sales Activities
- Search CRM for giveaways, ie., sports tickets, car shows, rewards, etc
- Reward Counterperson's Sales & Profit
- Email notifications to ALL Sales Staff automatically sent daily.

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Build Relationships.

Earn Success.

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