

## Product Overview

Mine your customer database, respond to changing market conditions and measure your results in real time with our Sales Reporting and Analytics Generator.

## Details

Using a series of online, high speed ad-hoc query tools, sales managers and reps have access to end user sales in their regions, districts or territories as they are cleaned and reported. Want to know which growers bought these three products in April?. Want to know which end users bought your fungicides last May but not yet this May?. Want to know your year-to-date sales for all products, month by month?. Pretty much, if you can imagine it, Generator can reveal it. And because our system is web-based you can readily and securely access your sales information in your office, home office or a hotel room.

Marketing professionals seeking even greater insight into customer buying patterns can also tap into XS' predictive modeling capabilities. This custom service includes advanced statistical analyses using some of the most advanced data mining software available on the market today.

### Sales Generator's unique available features:

- ❖ On demand sales reports, 24/7 from a powerful ad-hoc reporting tool
- ❖ Consolidated and location-by-location views of sales from multiple locations and branches
- ❖ Sales history merged together with other customer demographic information to give an integrated view of individual customers as well as important customer groups
- ❖ Sales Force Management tools provide and manage for outstanding customer service from the industry's **ONLY** sales transaction-based SFM tool created specifically for ag dealers, distributors and manufacturers
- ❖ Marketing Program Tools to estimate and track expected marketing program payouts based on your most current supplier purchases and/or end user sales
- ❖ Sales Generator is a natural extension for any DataConduit customer