



**LAMAR SOFTWARE, INC.**  
**SPECIALISTS IN MANUFACTURING AND DISTRIBUTION**

### **Marketing Regions / Territory Definitions**

Info.Net provides a three-tiered sales representative / territory / region structure. The three parts of this structure are listed below, from the broadest to the most specific

- Sales region
- Sales territory
- Sales representative (And a specific representative can be defined as reporting to another sales representative.

Each sales region is comprised of any number of sales territories. In turn, each sales territory can have any number of sales representatives assigned to it.

The sales representative / territory structure is required for sales order processing and customer invoicing. If you use this structure you will be able to obtain sales history data organized by region / territory / salesman.

Sales and accounts receivable analysis, including charting, are available for specific marketing regions or for specific sales representatives