



LAMAR SOFTWARE, INC.
SPECIALISTS IN MANUFACTURING AND DISTRIBUTION

Sales Representative Definition and Analysis

A sales representative record includes a name, address and any number of communications entries, an assigned sales territory, membership under a sales representative class and an optional report-to sales representative. In addition, a series of codes will be used to further define a sales representative and to provide a basis for commission calculations.

- The sales representative type code allows the system to distinguish between internally managed sales representatives and external sales organizations.
- The relationship code defines the financial relationship with the sales representative or organization.
- The commission calculation code defines the origin of the commissions.
- The commission base code defines the base values for calculating the sales representative commission.
- The commission calculation code defines the origin of the commission rate.

Any number of sales representatives may be referenced on a sales order, sales proposal or RMA.

There are numerous sales order reports and queries sorted by sales representative, including a detailed time phased analysis with charting. Forecasting can also be done for individual sales representatives, which can then be rolled up to sales region.