

INCREASE YOUR SALES WITH

# eCounterSales

THE RIGHT TOOL FOR THE JOB!

- Incentivize Your Counter Staff
- Build Better Customer Relations.

## Empower your Counter Sales Team

### Features include:

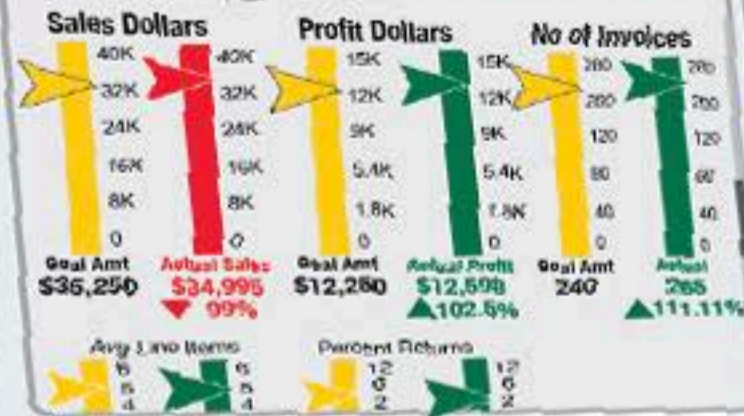
- Increase Sales and Profits by incentivizing your Counter Staff
- Increase number of invoices by energizing Counter Staff to:
  - Answer phones promptly,
  - Welcome walk-in customers immediately.
- Decrease returns by selling the right parts the first time.
- Increase Profits by NOT overriding the price in the system
- Suggested upselling by counterperson increases line items . . .

**"MORE LINE ITEMS,  
MORE SALES"**

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**autologue.com**

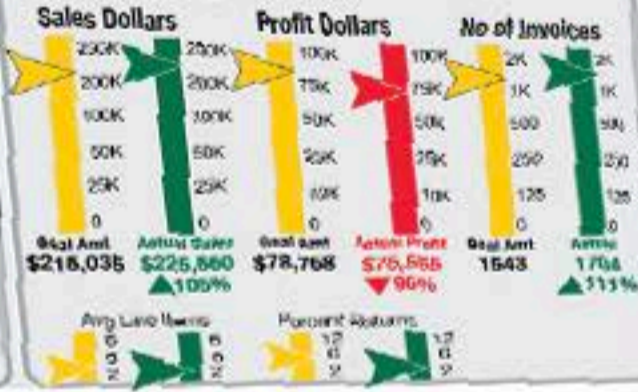
### ABC Auto Parts - Norwalk

#### Goals MTD



### Counterperson: Steve G

#### Goals YTD



| Sales Dollars      |          | %Change |             | MTD Goal | % of Goal | % of Store | YTD    | LYTD      | %Change   | YTD Goal | % of Goal | % of Store |     |
|--------------------|----------|---------|-------------|----------|-----------|------------|--------|-----------|-----------|----------|-----------|------------|-----|
| MTD                | \$34,995 | LY MTD  | \$34,025    | 2.86%    | \$35,250  | 99.00%     | 38.00% | \$225,860 | \$201,462 | 11.65%   | \$215,325 | 105.80%    | 42% |
| Profit Dollars     |          | %Change |             | MTD Goal | % of Goal | % of Store | YTD    | LYTD      | %Change   | YTD Goal | % of Goal | % of Store |     |
| MTD                | \$12,598 | LY MTD  | \$11,023.15 | 13.00%   | \$12,250  | 102.50%    | 43.00% | \$75,555  | \$70,878  | 4%       | \$78,768  | 96.00%     | 51% |
| Number of Invoices |          | %Change |             | MTD Goal | % of Goal | % of Store | YTD    | LYTD      | %Change   | YTD Goal | % of Goal | % of Store |     |
| MTD                | 265      | LY MTD  | 220         | 20.48%   | 240       | 111.11%    | 31.00% | 1704      | 1415      | 20.48%   | 1543      | 111.00%    | 35% |
| Avg Line Items     |          | %Change |             | MTD Goal | % of Goal | % of Store | YTD    | LYTD      | %Change   | YTD Goal | % of Goal | % of Store |     |
| MTD                | 5        | LY MTD  | 4           | 25.00%   | 5         | 100.00%    | 31.00% | 5         | 4         | 25.00%   | 5         | 100.00%    | 36% |
| Percent Returns    |          | %Change |             | MTD Goal | % of Goal | % of Store | YTD    | LYTD      | %Change   | YTD Goal | % of Goal | % of Store |     |
| MTD                | 2.20%    | LY MTD  | 3.00%       | 83.00%   | 2.50%     | 89.00%     | 8.00%  | 2.40%     | 2.90%     | 120.00%  | 3%        | 80.00%     | 12% |

#### MYD Counterperson Incentive - (Calculated on Profit Dollars)

| Actual Profit | Goal     | Difference | %Award | Award \$\$ | Profit / In Bank |
|---------------|----------|------------|--------|------------|------------------|
| \$12,598      | \$12,250 | \$348.13   | 10%    | \$34.81    | \$313.32         |

Integrates to ALL major Management Systems

We are committed to the success of our Customers.

Call us to get started:

**800 722 1113**

**AUTOLOGUE**  
COMPUTER SYSTEMS, INC.



# Build Better Relationships with Wholesale Customers by utilizing your Counter Staff.

**Why allow your customer to buy from your competition?** Since most of your larger customers are regularly visited by your outside sales people, it leaves your less frequented or smaller customers without a sales person. With CounterSales, you can efficiently and effectively have your Counter Staff regularly call on those customers and let them know they are appreciated.

**CounterSales has these exciting functions your counter staff can utilize to reach out to those smaller volume customers.**



**DATA REFRESHED DAILY**

## Alerts & Notifications

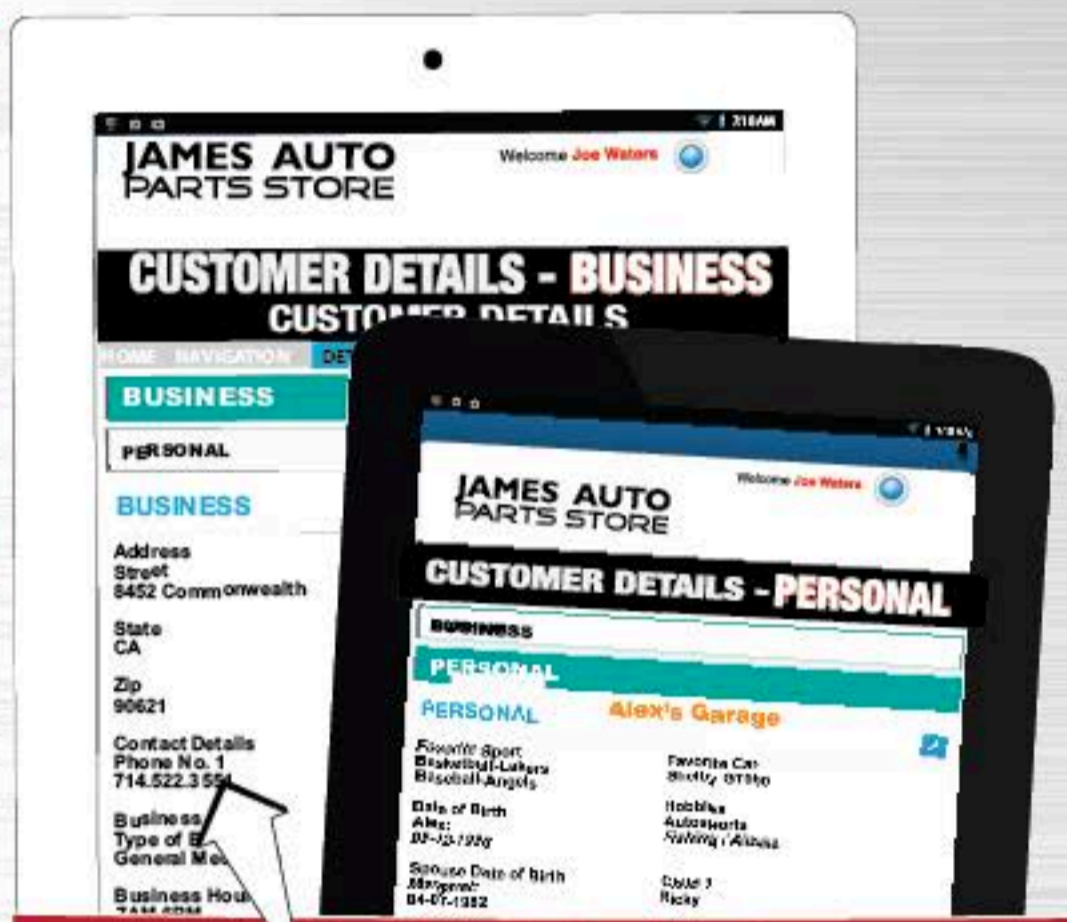
- View DAILY when any customer stops buying: CALL IMMEDIATELY
- Monitor return percentage. IF HIGH, call to help lower the %.

## Scheduler / Call Reports / Tasks

- Plan PR calls to discuss business-related issues, pricing, volume discounts.
- Communicate upcoming events, clinics, in-store offers.

## Sales & Promotions

- Target Marketing • Special Events
- Monthly Specials • Promotions, etc.



## CRM: About the Customer

Build and strengthen your customer relationships

**BUSINESS:** Business hrs, business type authorized buyers, brand preference, etc.

**PERSONAL:** Customer's personal favorites: Hobbies, cars, sports, birthdays, plus much more.

## Customer Sales Dashboard

- View 2 years of sales history: MTD, YTD
- See sales comparisons and view purchasing trends product lines – *See what customers are buying & not buying!*
- Monitor warranties, returns & cores
- Analyze Product Groups • Plus so much more.



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