

How to Generate Revenue with ProfitMaker

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During training we covered how to use the system on a day to day basis. Granted, this is the most important aspect of training, but we also discussed how to use ProfitMaker to better manage your company and how to use the different features to generate revenue. Listed below are beneficial features and reports:

- **Source Codes** - Find out where your business is coming from. Salesperson cold calls, mailing, etc.
- **Product Codes** - Keep track of what types of products you sell.
- **Monthly Booked Orders Report** - Forecast future revenue, gross profit and cash flow.
- **Monthly Billed Orders Report** - Evaluate each salesperson's performance.
- **Order Costing Report** - Make sure you are billing all vendor's costs.
- **Open Order Report** - Make sure all orders are being billed in a timely manner.
- **Accounts Receivable Aging** - Use this report to aid in collections of invoices.
- **Customer Statements/Finance Charges** - Assessing finance charges and sending monthly statements will aid in collecting payments on invoices.
- **Customer Letterwriting** - Send collection and reorder letters to your customers.
- **Company Management Report** - Get a summary of information concerning cash flow, accounts receivable, accounts payable, etc.

Source Code - Using the source code in a customer master or on individual orders will keep track of sales and cost on a month to date, year to date and last year basis. This information can tell you where your business is coming

from and where you need to put extra efforts to increase sales. You can also use this for special promotions you run, like a mailing or bigger advertising in the phone book to track sales to see if you made money on these promotions.

Product Code - These codes are used on each line of an order. They keep track of sales and cost on a month to date, year to date and last year basis. They are set up for general product lines that you sell. This way you can tell which products you are selling the most of and what products you may want to increase efforts on selling.

Monthly Booked Orders Report - This report can be sorted numerous ways. One way to sort is by salesperson. By using this sort, you can evaluate salespeople's performance and what gross profit they are selling at. It can also be used to forecast future revenue, gross profit and cash flow and allow you to determine if you are generating the type of profit required to keep the company in business.

Monthly Billed Orders Report - This report can also be sorted numerous ways. The two important ways to print it are by invoice number and salesperson. By printing by invoice number you have an audit trail of invoices printed for the month. This report should balance to the sales on your profit & loss. See the accounting section of the reference manual for additional information on balancing. Sorting by salesperson will allow you to evaluate each salesperson's performance and the gross profit they are selling at. Most companies have set up gross profit percentages salespeople should be selling at and this report will allow you to make sure each salesperson is following these guidelines.

Order Costing Report - This report will compare the vouched and billed costs of your orders. Printing by invoice number you can verify that all vouched costs are being included on the order. Since commission is calculated on billed cost, it is very important to include all vendor costs on the order.

Open Order Report - This report can be ran by vendor and ship date to check with vendors to make sure your order is going to ship on time. It can also be printed by salesperson to make sure orders are being billed in a timely manner. By giving this report to each salesperson, they can do any follow up required to make sure the order is billed in a timely manner.

Accounts Receivable Aging - Billing orders is an important part of business, but making sure your customers are paying within their terms is more important. Use this report to aid in collections of invoices. Customer statements and letter writing can also be used to help in collecting past due amounts.

Customer Statements/Finance Charges - Assessing finance charges and sending monthly statements will aid in collecting payment on invoices in a timely manner.

Customer Letterwriting - Letterwriting allows you to send letters using your customer database in ProfitMaker. These letters can either be collection letters (using information from open invoices), reorder letters (using the information from order history) or customer satisfaction letters. There are many other uses for Letterwriting than the ones mentioned here.

Company Management Report - This report gives you summary information concerning cash flow projections, accounts receivable, accounts payable, cash, commissions, orders and inventory. Look for trends and relate them back to your specific market and company marketing plan. Can differences be identified and related back to your decisions or are the differences related to other reasons that may or may not be controllable?

Using the above features of ProfitMaker will make it easier to manage your business and find ways to generate revenue. If you have any questions regarding these options, please visit our documentation center at our website www.asicomp.com. Or you can contact a support representative to discuss how to make these features work for you!!