

# Salesman Intelligence

PFW offers you the ability to create Salesman Intelligence. Through our offering of integrated and information-rich products, your sales effort is empowered with instant, precise, and comprehensive answers to questions concerning your customer base and their preferences.

Call Scheduling

Weekly
Monthly
Listing

Select Salesperson:

**Call Schedule - Randall Godfrey**

<b>Monday - November 29, 2004</b> 08:00am RON PREWITT / Type: TELEPHONE Purpose: PARTS CALL 09:15am JOSHUA HARPER / Type: FARM IN PERSON Purpose: PARTS DELIVERY	<b>Thursday - December 02, 2004</b> 09:30am FRED TH Type: FA Purpose: 05:30pm CRAIG A Type: Af Purpose:
<b>Tuesday - November 30, 2004</b> 09:15am ANDREW MICHAELS / Type: TELEPHONE Purpose: PARTS ORDERED 09:30am ANDREW MICHAELS / Type: TELEPHONE Purpose: FOLLOW UP CALL 10:00am PAUL WIESNER / TED JOHNSON Type: TELEPHONE Purpose: FOLLOW UP CALL	<b>Friday - December 03, 2004</b> 09:45am HAROLD Type: TE Purpose: 12:45pm SANDSVI Type: TE Purpose:
<b>Wednesday - December 01, 2004</b> 08:00am REGGIE JONES / Type: TELEPHONE	<b>Saturday - December 04, 2004</b> 08:00am KIETH K Type: TE

More>>

**PFW IntelliDealer Customer Care**

PFW IntelliDealer Customer Care powers your marketing initiative with an organized and systematic way to first establish a customer relationship, and then maintain it. Customer Care allows sales staff to select customers by geographical location and business type, create a call schedule, and analyze the results of those calls.

Geographic & Business Analysis

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Help | O

Management
Customer Care
Product Support
Manag

Service
Equipment
Utilities

Analysis By:

**Geographic & Business Analysis**

	Total	%	
John Allen	3,227	19.1	
Michael Sanderson	2,139	12.6	
Fred Johnson	1,586	9.4	
Gene Hildebrand	1,437	8.5	
Andrew Smith	1,315	7.7	
Tim McDonand	1,141	6.7	
Eric Crandell	746	4.4	
Jim Hanibal	553	3.2	
Ed Miller	347	2.0	
Steve Hendricks	272	1.6	
<b>Total</b>	<b>16,868</b>		

Bar Chart

**PFW IntelliDealer Management Central**

PFW IntelliDealer Management Central provides metrics regarding the performance of the dealership's sales initiatives. With Management Central, users can analyze invoiced and sold equipment, view sales by month/year/day in invoice/warranty expiration, see a detailed customer profile, perform a valuable geographic and business analysis, analyze customer calls, and run reports against sales information as per customers, parts, equipment, or vendors.

## PFW IntelliDealer

PFW IntelliDealer features an intuitive, browser-based environment that eases information retrieval and cuts down on keystrokes, and offers security that lets salespeople see only the areas they need to see, and customizable tabs and language that create a comfortable and familiar workspace.

## PFW IntelliDealer Product Support

As an improved knowledge base for equipment inventory is a high priority, with PFW

IntelliDealer Product Support your Product Support Sales Representatives will be more "equipment savvy", and therefore offer improved customer service. Examples include highly-detailed customer, parts, and equipment screens, and a powerful quoting and invoicing system.

## PFW eServices

With PFW eServices, sales departments can view the most current information provided by customer updates, and counter staff have more time to devote to walk-in business.

## PFW Commission Management

Effectively maintain and track salesperson commissions and ensure that they are current and accurate. Commission Management reduces manual processing, gives you a competitive edge, and has a high return on investment, as you save time and optimize your sales staff resource. As well, Commission Management provides the ability to utilize complete and accessible cost calculations.