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DID YOU KNOW...???

(From the DPS How To Series)

Computer Assisted Distribution

Get the right product to the right customer for maximum sale. Sounds simple.

You're already familiar with the codes available for order regulation and base changes. But did you know that you can take order regulation a notch up in efficiency by using the DPS Computer Assisted Distribution (CAD) codes to review and change retailer and title distributions interactively with the parameters you decide on. And, you can revise and review before accepting to get everything the way you want.

To start, you can preview base changes without updating by using Code 205 - CAD Trial Distributions using multiple combinations of one title - all retailers, one title - by specific chain, all titles - by specific chain, all titles - all retailers. The new base is calculated using the title's O/R formula or the retailer's formula. So both can be 'tweaked' to get the maximum results. When satisfied with your results, you can accept the changes.

To go more interactive, check out Code 213- Review Retailer Distribution and Code 214 - Review Title Distribution to zoom in on an efficient way to review and change distributions. Both codes analyze the distribution of retailers/titles by sales and agency profits and compare the category profile of selected retailers/titles to category profit by store type. Non-selling retailers/titles can be deleted, bases adjusted and authorized titles added where appropriate.

And who can resist a category make alike. The CAD category make alike (Code 208) allows you to use the category average net sale for the title being worked or use another title's average net sale. You step through the parameters you want for desired sell through, bases changes or not and whether to update or not.

So, take a look. Give up a call for help and make good changes that increase sales (and earnings). You may even free up some time for another cup of coffee.