

## RESULTS PRODUCED BY LEO

The results produced by LEO are as follows:

- (a) Weekly report for the sales management, showing those dealers who need to be considered for re-classification. The report shows the current week's transactions with the dealer, and also those for the previous three weeks, so that management can examine the trend of the dealer's behaviour.
- (b) Monthly report of dealers who have completed twelve months' trading, but who have not reached a pre-determined sales target.
- (c) Periodic report, when applicable, showing those dealers who have exceeded the sales target set for their size of business.
- (d) Weekly sales summary for each depot.
- (e) Weekly sales summary for the whole country.
- (f) Six-monthly report showing the sales to individual dealers.
- (g) Report, on request, showing the sales to individual or selected groups of dealers.
- (h) Report, on request, showing the sales in selected areas, or groups of areas.

## The **LEO** Automatic Office SALES CONTROL

JOB NO. L.6

### GENERAL

This job covers the sale of goods by van salesmen attached to depots all over the country. The main purpose of the job is to control the frequency of calls by the van salesmen in such a way that, on the one hand, time and van-miles are not wasted by over-frequent calls, and on the other, that calls are sufficiently frequent to keep the retailers adequately stocked at all times. The aim is optimum economic volume of sales, and minimum distribution costs per unit of sales.

To provide a framework for this control all dealers are classified according to their sales potential and storage facilities. Having regard to those storage facilities the salesman is instructed to endeavour to achieve at least a predetermined minimum sale on each call. Sales are affected by the season of the year and weather and other conditions, and the salesman is naturally expected to exceed the minimum when, for example, the weather is favourable to sales. It is against these expected sales that LEO measures the dealers' actual purchases. The 'expected' is derived by LEO from the 'minimum' by applying factors appropriate to the prevailing sales conditions.

The programme to carry out the complete job consists of 1,802 orders.

The job commenced on LEO in March, 1956, and has been carried out weekly since then.



### REPORTING DEALERS

The frequency of calls is so fixed as to enable the van salesman to achieve the sales expected of him. Dealers who require large supplies relative to their storage capacity are called on frequently, others whose storage capacity is sufficient to keep them supplied for an extended period are called on less often. There is a gradation of seven frequency steps.

A dealer is reported by LEO to the Sales Management if his purchases *consistently* deviate from those expected. A deviation is considered to occur when the dealer's purchases are either as great as those expected from a dealer with the same storage capacity but with the next higher frequency, or when the purchases fall to as little as those expected of a dealer with the next lower frequency. The Sales Management can determine for each depot what they want to interpret as 'consistently' and they provide LEO with criteria indicating how many times in the last four sales periods the dealer has to have deviated before he is reported. The aim is to have only those dealers reported whom the Sales Management should usefully consider and will have time to deal with.

### SALES STATISTICS

In addition to the call control reports, LEO also compiles sales statistics for each dealer to check compliance with annual contracts and for general reference. There are, too, collective statistics for each storage capacity class and each frequency sub-class for each depot and for the country as a whole. In addition, there are facilities for obtaining group statistics for special areas to be used as the subject of 'preferences' surveys.

### INPUT DATA

Apart from the dealer's record card prepared by LEO and carried forward automatically from period to period, the only input data required is obtained from the van salesman's invoice.

