

MAGNA Computer Corp.

Market Source / Location Entry Screen

(~~Market Source / Location Entry Screen~~)

Description: This is the master file for Market Sources. These sources are sometimes Locations (booths, street, malls) Lead Sources, Phone Rooms or other Marketing Companies. Regardless, they are the manner in which the tour was actually generated.

Access: Upreg Admin / Market Source Edit - Add Sources

Programs: Contracts, Tour Registration (manifest items), Daily totals for tours. Booking. Owner Referral. Telemarketing.

Reports: Could be used for many different reports. Major report is Sales Generation Report. Also manifest, opc payroll edit, NQ report, sales generation manifest view.

```

-Source Code Master-----LOCATION-----Sys:06 21 1994 6:50PM james
Code: REFFERA Description: Owner Referrals
Group Code .....: IH_____ Group Code 2.....: _____
AMOUNT USED FOR PER UNIT PAY INSTEAD OF AMOUNT IN THE EMPLOYEE RECORD
Sol Pay Override .: 0
Def Solicitor# ...: 0
PER SHOW EXPENSE          FIXED EXPENSES
Unit Cost .....: 0.00 Monthly Cost .....: 0.00
Weekly Cost .....: 0.00
SOURCE TYPE L=LEAD M=MARKETING B=BROKER T=TELEMARKETING O=OPC LOCATION
Source Type : _
Def MktSource .....: _____
Date Active .....: 07-01-91
Date InActive .....:
Comment .....: _____
Enter location Source ID : REFFERA
    
```

1. Sample Market Source Master Screen

DESCRIPTION OF FIELDS:

Field	REQ	Description
Code	YES	Code that will be used to reference this source. Used on manifests (upreg) and contracts to identify the source of the sale or tour. You will notice that the program will fill in the dots at the end of the code. This is so that precise entry can occur at the time of entry.

Field	REQ	Description
Description	YES	Full name of the Market Source code. This will print out on some reports such as the <i>Sales Generation Manifest View</i> and will appear in various forms to confirm the code as entered.
Group Code	NO	This allows you to group Market Sources together. The <i>Sales Generation Report</i> will use this to group sources and subtotal them. A typical example would be OPC . All the market sources labeled with this group would be subtotaled. Another example would be TM.IN . Be careful that they are consistently coded. TM.IN will group differently than TM..IN
Group Code 2	NO	An alternate group that some reports will recognize. An application would be all GROUP CODES refer to the owners of the locations (OPC) and GROUP CODE 2 would be the location in town. Such as East West South North. OR GROUP CODE 2 could be a more general grouping. If you don't plan on using this coding then leave this blank. Not all reports will refer to group 2.
Sol Pay Override	NO	Used for SOLICITATION PAYROLL ONLY. If your payroll is based on SOURCES for the PER-SHOW commission then put that amount in this field. If you are paying by EMPLOYEE then some Sources may have a different pay scale. This usually happens with an OPC type of operation.
Def Solicitor#	NO	Used when the Market Source is a company supplying TOURS. The employee number of the entity being paid can be entered here. Whenever a manifest entered with this Market Source the solicitor field will automatically be filled in with this number.
Unit Cost	NO	Used for costing tours on the <i>Sales Generation Report</i> each Qualified tour will be costed at this amount. If you put in 85.00 here and the report has 10 shows then the cost associated with these tours will be 850.00

Field	REQ	Description
Monthly Cost	NO	<p>Used for costing tours as with Unit Cost. However for the monthly column this figure will be added on top of the unit cost. This is useful if you have a monthly fixed cost associated with a Market Source such as RENT at an OPC location.</p> <p>This may be used with telemarketing and other types of operations ... perhaps as the monthly G&A expenses.</p> <p>If you have variable monthly costs then use the FIXED EXPENSES journal to cost these out.</p>
Weekly Cost	NO	<p>Same as the Monthly Cost only calculated number of weeks are used for this number.</p> <p>Be careful as this number would be added to the monthly figure if both were filled in.</p>
Source Type	NO	<p>This will help subtotalling on the <i>Sales Generation Report</i>. For example group all the Telemarketing GROUPS together by putting a T here for a Tele Marketing source. Other suggested codes are listed on the screen.</p> <p>Owner Referral and Telemarketing use this field to look for lead sources. If this is actually a lead source than put an L here.</p>
Def MktSource	NO	If this is used for a lead source then the default market source for that lead source will be pulled from this field
Date Active	YES	Required to let programs know when it is allowed to start using this market source
Date Inactive	NO	Let programs know when to terminate use of this market source. Useful to prevent upreg from entering inactive market sources.
Comment	NO	Anything you want mostly for reference on this screen.

magna/doc/mktsrc/MktSrcMast 18 July 2003 10:35am