

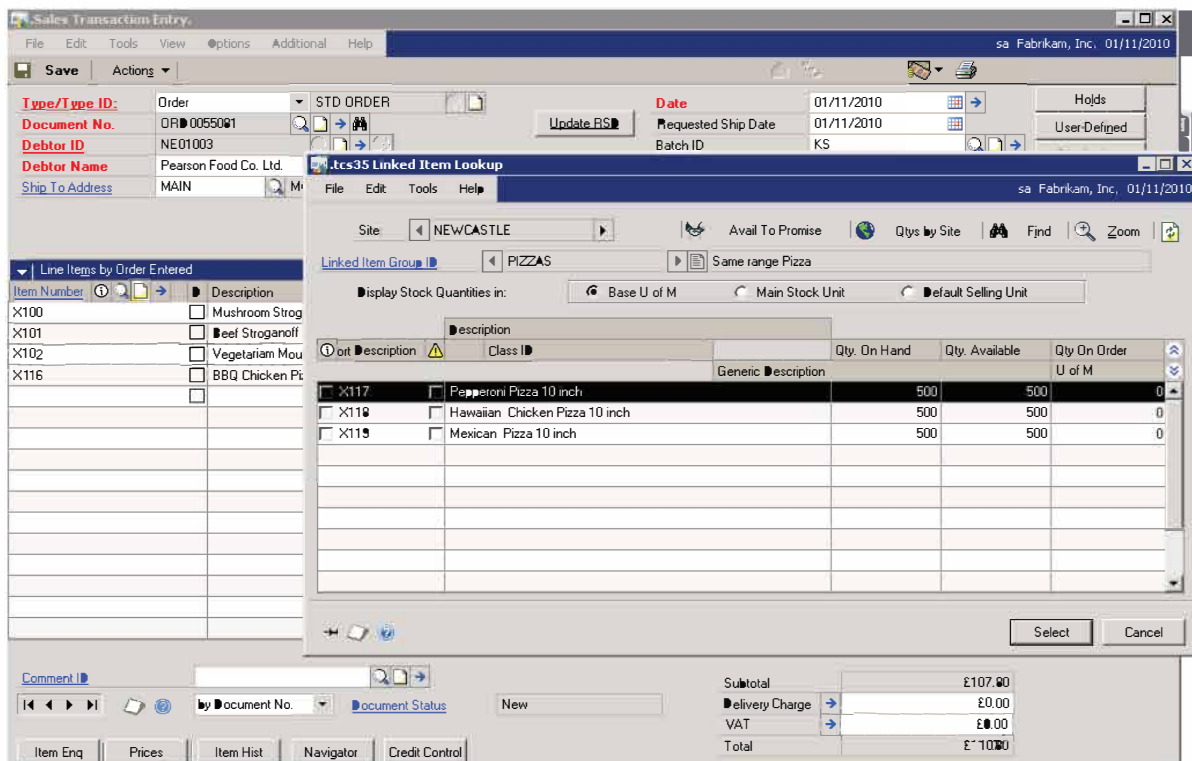
Linked Item Selling

The Need

In many distribution businesses, the ability to make the most of every sales opportunity can be the determining factor between success and failure.

The Solution

Linked Item Selling is a simple but effective tool that helps ensure that the all-important opportunity to up-sell is not missed.



The screenshot displays a software interface for sales transaction entry. The main window, titled 'Sales Transaction Entry', shows fields for 'Type/Type ID' (Order), 'Document No.' (DF00055001), 'Debtor ID' (NE01003), and 'Debtor Name' (Pearson Food Co. Ltd.). It also includes a 'Date' field set to 01/11/2010 and a 'Requested Ship Date' field set to 01/11/2010. A 'Linked Item Lookup' window is overlaid on the main window, showing a list of items for sale. The lookup window is set to 'NEWCASTLE' and 'PIZZAS'. The list includes:

Item Number	Description	Qty. On Hand	Qty. Available	Qty. On Order
X117	Pepperoni Pizza 10 inch	500	500	0
X118	Hawaiian Chicken Pizza 10 inch	500	500	0
X119	Mexican Pizza 10 inch	500	500	0

At the bottom of the interface, there is a summary section with the following values:

Subtotal	£107.00
Delivery Charge	£0.00
VAT	£0.00
Total	£107.00

Key Features

- **Linked item groups**

This provides the facility to quickly build related groups of items for linked item selling. One or more of these items will be marked as a 'trigger' item. It's the sale of a trigger item that will prompt a sales order taker to introduce the other items in the group.

- **Linked item selling**

In Sales Transaction Entry the sale of a trigger item will automatically generate the appearance of a pop-up window showing the remaining items in that group. The pop-up window will also identify which of these items have already been included on this order. There is a standard Dynamics GP 'notes box' available for each linked group that may be used to hold features and benefits of buying the complimentary items. It's simple to select a line from this pop-up window and drop it into the order.

What It Means For You

- **Instant sales tool**

In an order-taking process where the customer is giving an order over the telephone, it's easy to miss the opportunity to introduce new or related products. As well as enhancing sales it adds to the professionalism of the sales process to be able to provide information on new products at an appropriate time.

- **Complete the sale**

There may be instances where it is important to introduce additional items to complete a sale. A support agreement, an installation kit, a toner cartridge for a new printer are all good examples. Using Linked Item Selling can help to increase sales, increase customer satisfaction and reduce unnecessary call-backs.



Dyanavistics transforms your "I wish we could" into "I know we can" with innovative solutions to provide relief from common business software frustrations—helping you to run your business more effectively and get paid faster. Our applications are used by businesses across a wide variety of industries to extend the useful lifetime of their software investment while improving staff productivity and filling the gaps in collections, delivery, trade promotion and distribution software processes.

Dyanavistics makes it easy to integrate with Microsoft Dynamics GP, Microsoft Dynamics AX, and Microsoft Dynamics NAV, as well as other leading ERP systems. Whether your frustrations result from software shortcomings in purchasing, inventory management, or accounts receivable—we offer solutions that complete the processes and bridge the gaps.



Trinity from Dyanavistics, Inc. is a collection of advanced distribution features that work hand in hand with Microsoft Dynamics® GP to enhance every aspect of your supply chain process. Simply put, Trinity turns the basic Dynamics GP inventory modules into a full-featured distribution powerhouse.

Running a successful distribution business requires more than just inventory management. That's why Trinity was designed to improve every aspect of your distribution operation from Sales, Pricing, and Customer Service to Purchasing & Replenishment, Inventory Control, and Delivery Logistics. Adding Trinity to Dynamics GP makes your business *more effective, efficient, competitive and profitable.*

