

Data Sheet

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LINKED ITEM SELLING

In many distribution businesses it is the ability to make the most of every sales opportunity that can mean the difference between success and failure. Linked Item Selling is a simple but effective tool that helps ensure that the all-important opportunity to 'up-sell' is not missed.

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 is 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 Microsoft Dynamics GP 'notes box' available for each linked group that may be used to hold features and benefits of buying the complementary items. It is simple to select a line from this pop-up window and drop it into the order.

Application Power

Instant Sales Tool

In an order-taking process where the customer is giving an order over the telephone it is 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.



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