

March 2005

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This article gives you the latest information regarding reports. The good, actually the exceptionally great story, is the evolution of Sales Opportunities.

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We've gotten this question a lot over the last few months so it makes sense that we should address it.

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ACT! 2005™ Reports: The Good, the Bad, the Ugly

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With a new SQL (Structured Query Language) base, ACT! 2005 can handle very large capacity data. Data mining has long been the ultimate goal of collecting information within ACT. Now you can reap huge rewards using the 2005 version.

This article gives you the latest information regarding reports. ACT! Premium for Workgroups (Version 7.0.2.81) has been utilized for article and screen shots. Keep in mind that at press time another service release is anticipated very soon but is not ready for this publication deadline. Check **Help |**

About ACT to get your current installation information and to make sure you have the latest edition.

The good, actually the exceptionally great story, is the evolution of Sales Opportunities in 2005. Opportunities take the largest leap in reporting, by the addition of fifteen new ways of reporting for the sales manager to track and target sales. Later in this

article we will discover why this is such an outstanding improvement.

Other significant upgrades have been made, including the ability to save reports in a variety of formats such as HTML, pdf (Adobe Portable Document Files), xls (Excel) and less widely known formats such as c1d (C1PrintDocument, a versatile .Net format) and emf (Enhanced Metafile). Ease of e-mailing reports, exporting them into Excel to develop and format your information, and Print Previewing by default which gives you another chance to format and refine your output prior to committing to paper, are

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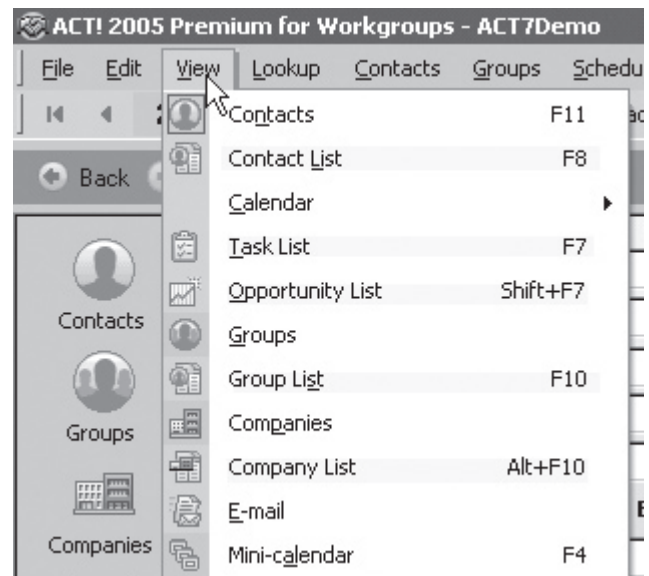


Figure 1. Select List View

Good, Bad, Ugly...

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all advantageous.

Report templates from ACT! 6.0 have been re-modeled and improved. Report templates now number over forty in this latest version. If you are upgrading, your customized templates will automatically

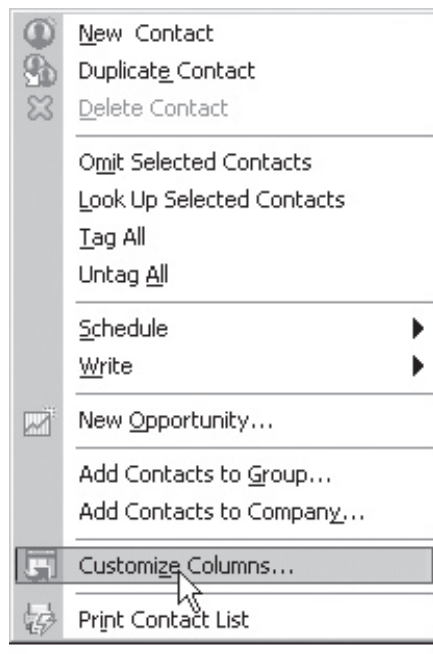


Figure 2 – Customize Columns

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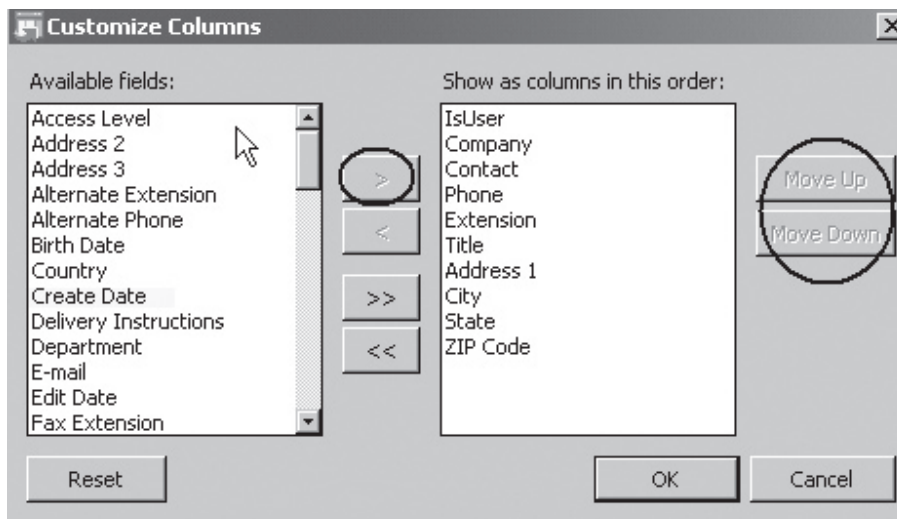


Figure 3 - Select Columns to Include, Exclude, and Position Fields within a List

be converted.

Good reports depend upon two fundamentals: good data and appropriate queries. Keep in mind it is easier to query and sort before you click on reports. Use the **Add** or **Narrow** query to refine your selection. Remember the Tag Mode is a great aid too. Consistent data input is very important and easy; just select from predefined field drop down lists and encourage your team to be thorough by keeping data clean and up to date.

A Speedy Example

Need a report in a hurry? You can create a very fast report using the **List view**. This works for all types of lists. First, select the type of list view i.e. Company List, Contact List or Opportunity List (see **Figure 1**).

Perform your lookup, Voila, a basic report. Refine your report by sorting and defining content. To include or exclude fields, **Right click | Customize Columns**. (see **Figure 2**)

Any field is available to add or subtract. Select the choice to add by

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ACT! Extra Covers ALL Versions of ACT!

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We've gotten this question a lot over the last few months so it makes sense that we should address it. This newsletter will cover ACT! no matter what version you are using. ACT! Extra has its roots in an earlier newsletter

called Easy ACT! which began during ACT! 2.0. We've stayed with ACT! through all the different version and upgrades. This recent upgrade to ACT! 2005 is a big one and there are many differences between ACT! 2004 (6.0) and ACT! 2005, but we are here for ACT! users. We will

do our best to deliver content in every issue that is relevant to all ACT! users. If you have an idea of how we could do this better, please write us and let us know how. We are here for you. **Feedback@ACTExtra.com** ♦

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click atop it to highlight your selection. Use the **Add** arrow in the middle and **Click**. Continue to add or subtract fields to the list view. As the right column collects the fields, it also helps you determine the position in the view. Notice you can position the field using **Move Up** or **Move Down** which correspond to the left or right list view. Click **OK** to complete. (see **Figure 3**)

Now you will see the list view. Notice the faint delta sign pointing upward or downward to sort the data. **Click** on the desired information column header. Data will sort descending with the delta sign pointing upward. Conversely a downward arrow will sort ascending. (see **Figure 4**)

To finalize this list view into a report and print, use the **File | Print**. If you need to make a pdf or other transportable file, just select the **Save** icon from the preview and choose your preference.

A Big Benefit for Sales Managers

Sales Managers will enjoy the most significant improvements in 2005 reports. New report templates are: Sales Opportunity including Gross Margins



Look for:	Company	Contact	Phone	Title
	Ace Pet Store	Colleen McCarthy	(541) 555-3648	Ow
	Ace Pet Store	Sandy Ryan	(541) 555-9842	Buy
	American Dreams	Hayleigh Frieda	(972) 555-8442	Vic
	Arcadia Ave. Florist	Jackie Jorgensen	(602) 555-5555	Pro
	Arcadia Ave. Florist	Jim Curtis	(602) 555-4412	Ma
	Bechtel Corp.	Dylan Nguyen	(602) 555-4012	Ma
	Best Lender Financi	Benny Lender	(847) 555-2221	Sal
	Black Forest Baking	Kristi Elmendorf	(012) 5 5-55 4	Ma
	Pepper's Artwork	Pattie Lopez		Ow

Figure 4 - Column Sort Indicator – Click on column label to sort using the Delta

and Lost Opportunities and Company centric reports. If you are upgrading to ACT! 2005 from ACT! 6.0 you will find Sales Opportunities reporting completely reworked.

Sales Opportunities went through a name change and was shortened to Opportunities. This adaptation served the needs of non-profit organizations and other enterprises involved in transactions which are not known as sales. Let us take a look at some of the latest report innovations regarding Opportunities.

First on the list is the **Sales Analysis by Record Manager**. This amazing report

sorts and subtotals opportunities by the team member and the Record Manager, which reveals an astonishing array of data to measure effectiveness. Use the filtering options of Open, Closed - Won, Closed - Lost, and/or Inactive to calculate the number and dollar amount of each opportunity. Notice the Closed/Won Analysis column has some sophisticated computations which would be a challenge for sophomore statisticians yet will be enthusiastically welcomed by CFOs. Included are stats like Average Sales Amount, Average Discount,

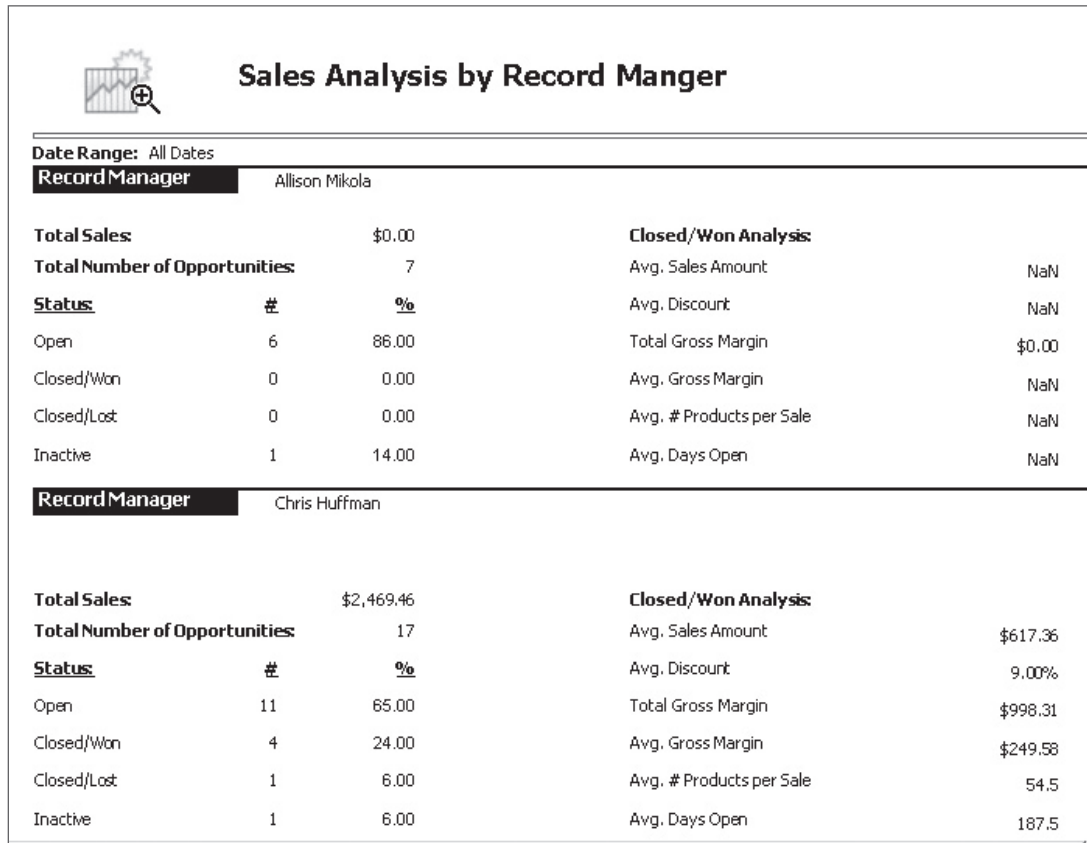
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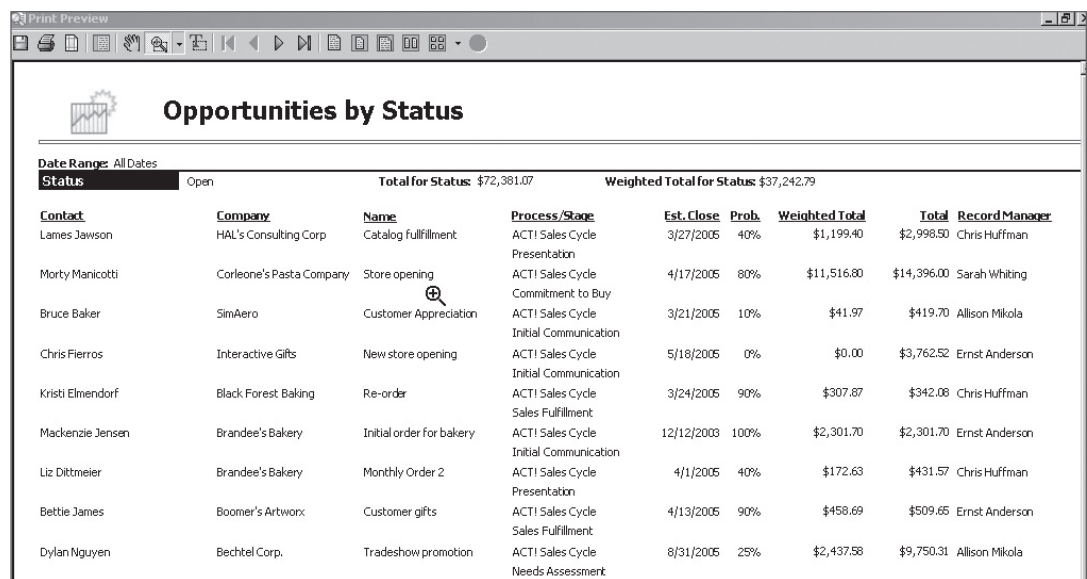
Total Gross Margin, Avg. Gross Margin, Avg. # of Prospects per Sales and the Average Days of Open Opportunities. I did encounter an issue regarding restricting the report to selected users. The report just delivered all Record Managers anyway. Perhaps this issue involves the way the Users were set up in this demo database. Maybe the user status was active or inactive or there were licensing restrictions; I could not determine the cause. (see Figure 5)

Total by Status – This report is a supreme tool for managers who need to prioritize opportunities. On the top of the page it shows the total dollar of outstanding opportunities. In addition, it calculates the Weighted Total by Status which is an estimate of potential sales divided by the percentage of probability. Each line lists the individual targets, including columns for contact, company, opportunity type, stage status, estimated close date, percent probability, weighted amount and total, plus Record Manager. (see Figure 6)



Date Range: All Dates		Record Manager		Closed/Won Analysis		
Record Manager		Allison Mikola				
Total Sales:	\$0.00			Avg. Sales Amount	NaN	
Total Number of Opportunities:	7			Avg. Discount	NaN	
Status:	#	%			Total Gross Margin	\$0.00
Open	6	86.00			Avg. Gross Margin	NaN
Closed/Won	0	0.00			Avg. # Products per Sale	NaN
Closed/Lost	0	0.00			Avg. Days Open	NaN
Inactive	1	14.00				
Record Manager		Chris Huffman				
Total Sales:	\$2,469.46			Avg. Sales Amount	\$617.36	
Total Number of Opportunities:	17			Avg. Discount	9.00%	
Status:	#	%			Total Gross Margin	\$998.31
Open	11	65.00			Avg. Gross Margin	\$249.58
Closed/Won	4	24.00			Avg. # Products per Sale	54.5
Closed/Lost	1	6.00			Avg. Days Open	187.5
Inactive	1	6.00				

Figure 5 - Sales Analysis by Record Manager



Date Range: All Dates		Status		Total for Status: \$72,381.07	Weighted Total for Status: \$37,242.79		Total	Record Manager
Contact	Company	Name	Process/Stage	Est. Close	Prob.	Weighted Total		
Lames Jawsan	HAL's Consulting Corp	Catalog Fulfillment	ACT1 Sales Cycle	3/27/2005	40%	\$1,199.40	\$2,998.50	Chris Huffman
Morty Manicotti	Corleone's Pasta Company	Store opening	ACT1 Sales Cycle	4/17/2005	80%	\$11,516.80	\$14,396.00	Sarah Whiting
Bruce Baker	SimAero	Customer Appreciation	ACT1 Sales Cycle	3/21/2005	10%	\$41.97	\$419.70	Allison Mikola
Chris Fierros	Interactive Gifts	New store opening	ACT1 Sales Cycle	5/18/2005	0%	\$0.00	\$3,762.52	Ernst Anderson
Kristi Elmendorf	Black Forest Baking	Re-order	ACT1 Sales Cycle	3/24/2005	90%	\$307.87	\$342.08	Chris Huffman
Mackenzie Jensen	Brandee's Bakery	Initial order for bakery	ACT1 Sales Cycle	12/12/2003	100%	\$2,301.70	\$2,301.70	Ernst Anderson
Liz Dittmeier	Brandee's Bakery	Monthly Order 2	ACT1 Sales Cycle	4/1/2005	40%	\$172.63	\$431.57	Chris Huffman
Bettie James	Boomer's Artworx	Customer gifts	ACT1 Sales Cycle	4/13/2005	90%	\$458.69	\$509.65	Ernst Anderson
Dylan Nguyen	Bechtel Corp.	Tradeshaw promotion	ACT1 Sales Cycle	8/31/2005	25%	\$2,437.58	\$9,750.31	Allison Mikola

Figure 6 – Opportunities by Status shows the amount of potential sales plus probability of sales calculation by percent

Pipeline Report – For businesses with a long lead time before closing deals, this report presents valuable, even critical information for cash flow planning based upon sales projections.

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Each opportunity is listed and sub-totalled by sales stages. Potential dollar value of each stage tallies, plus the percent of probability calculates an amount too. (see **Figure 7**)

Opportunity Record Manager –

Designed to keep managers apprised of an overview of team member's targets, this serves up totals of both the number and dollar amount of opportunities by Record Manager. Each individual opportunity is listed by company and contact name along with status and projected closing date, amount, probability, etc.

Opportunity by Contact –

This comprehensive list of open opportunities is designed to meet the needs of individual sales staff or support staff users. Utilize it as a telephone call or e-mail follow up sheet. Each pending transaction is shown separately. It also lists the number of opportunities and contacts along with the total for the specific date range.

Hidden Treasures

Very provocative reports only show up from the drop down menu by selecting **Other Contact Reports**. This will open an alphabetical list of the entire ACT! Report Files. Notice the Gross Margin, Lost Opportunity, and Sales by Reason as well as other new reports

Something for the Financial types

Management types will take interest in the **Gross Margin** reports. If you are fuzzy about this, it is the result of subtracting cost of goods expense from the selling price. The result is the Gross Profit Margin; here shortened to Gross Margin. There are three Gross Margin Reports: by Contact, by Product, and by Record Manager.

An intriguing report is the **Gross Margin by Product**. Using Closed/Won Opportunities, each piece of merchandise or commodity is tallied in a specific date range. The analysis detail is terrific. From quantities sold, to average prices, discounts, adjusted prices, to total

gross margins, it answers the question of what product is most profitable from several angles. In addition there is a calculation of gross margin as a percent of sale. Each item has a total gross profit that divides profit into the total sales to figure a percent which could be the return of gross profit margin by unit. (see **Figure 8**)

Three new reports focus on **Lost Opportunities**. These center on the Reason for Loss, associated Record Manager, and the Competitor to whom the opportunity was lost. It was a struggle to find something ugly about the ACT reports, and this is as close as it gets because it presents negative info. But the report still looks pretty good with extremely useful data.

Lost Opportunities by Reason is another one of the revealing and innovative look at opportunities. Armed with this information, team members can discover how to respond to objections. The details include the dollar amount lost for each reason by client name and


 Pipeline Report									
Date Range: All Dates									
Stage		Sales Fulfillment		Total for Stage: \$4,270.33		Weighted Total for		\$3,843.29	
Contact	Company	Name	Process	Est. Close	Prob.	Weighted Total	Total	Record M	
Bettie James	Boomer's Artworx	Customer gifts	ACT! Sales Cycle	4/13/2005	90%	\$458.69	\$509.65	Ernst Ander	
Kristi Elmendorf	Black Forest Baking	Re-order	ACT! Sales Cycle	3/24/2005	90%	\$307.87	\$342.08	Chris Huffm	
Jonathan Sommer	CH Gourmet Gifts	Initial Order	ACT! Sales Cycle	5/23/2005	90%	\$3,076.74	\$3,418.60	Chris Huffm	
Stage		Presentation		Total for Stage: \$3,430.07		Weighted Total for		\$1,372.03	
Contact	Company	Name	Process	Est. Close	Prob.	Weighted Total	Total	Record M	
Liz Dittmeier	Brandee's Bakery	Monthly Order 2	ACT! Sales Cycle	4/1/2005	40%	\$172.63	\$431.57	Chris Huffm	
Lames Jawson	HAL's Consulting Corp	Catalog fulfillment	ACT! Sales Cycle	3/27/2005	40%	\$1,199.40	\$2,998.50	Chris Huffm	
Stage		Negotiation		Total for Stage: \$16,685.61		Weighted Total for		\$10,845.65	
Contact	Company	Name	Process	Est. Close	Prob.	Weighted Total	Total	Record M	
Annette Sharkey	Goldfish Records	New Opportunity	ACT! Sales Cycle	3/30/2005	65%	\$7,568.93	\$11,644.50	Allison Miko	
Sandy Ryan	Ace Pet Store	Christmas Promotion	ACT! Sales Cycle	9/18/2005	65%	\$612.30	\$942.00	Chris Huffm	
Jonathan Jenkins	Circle Photography	New Opportunity	ACT! Sales Cycle	5/23/2005	65%	\$2,664.42	\$4,099.11	Chris Huffm	

Figure 7 – Pipeline Report – Notice the most advanced stage of opportunity is listed on top.

the stage at which it occurred. (see **Figure 9**)

Space does not permit a detailing of every new report. Many more deserve your attention. Take the time to explore the wonderful potential in gathering information via reports. Your data can be the engine that significantly drives an

increase in profit while at the same time powers you to greater productivity. ♦

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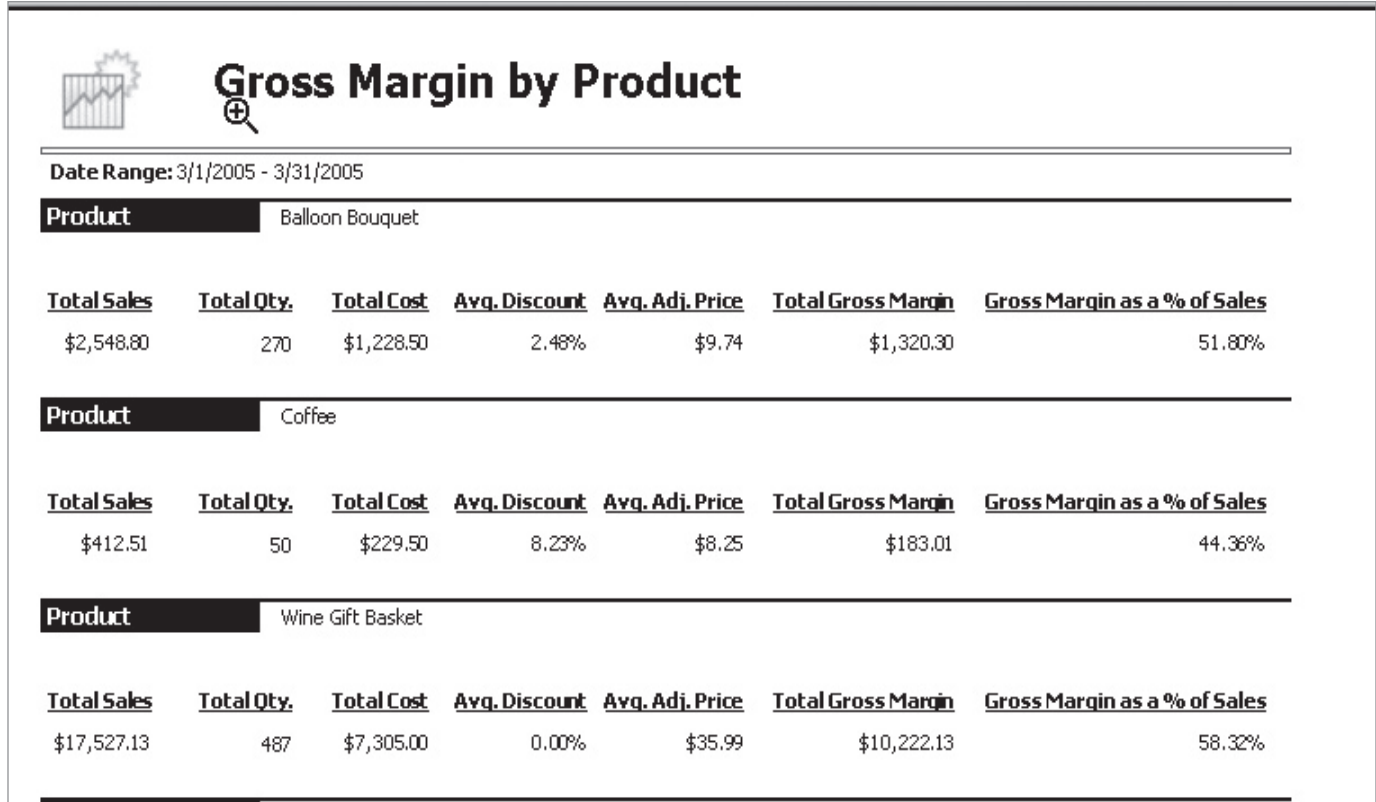


Figure 8 - Gross Margin by Product reveals totals, averages, and percentages

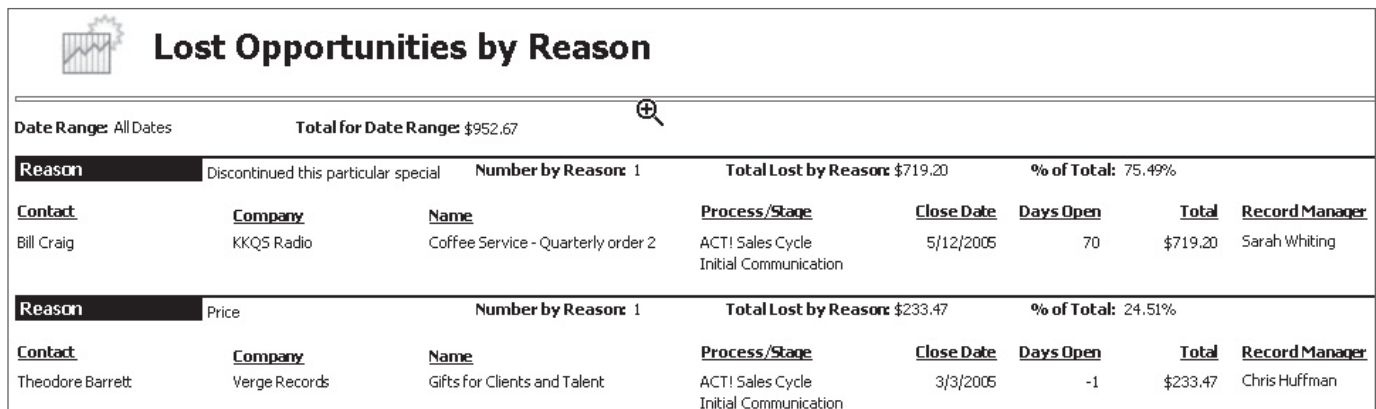


Figure 9 - Lost Opportunities by Reason will clarify ways to win opportunities