

WILLKOMMEN! BIENVENUE! WELCOME!

to the world of

MagicWorkbooks®

SalesAnalyser

This is a **Magic**Workbook: a controlling tool in the form of a Microsoft Excel file.

No macros, no write protection. All formulas used are visible.

All formats used are standard Excel which transform into your country's Excel formats.

You can import your DATA from any source that supports MS Excel.

You can also add your own worksheets as you see fit.

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System requirements

Platform: Windows 98 or later operating system
Microsoft Excel Version: 2007 or later
(You need a xls format (excel 2003) – send us a short information after you placed the order – support@magicworkbooks.com - we'll send you the ordered xls MagicWorkbook by email)

Product Survey

SalesAnalyser is the fast and easy tool for analyzing, structuring and optimizing your sales department with up to 100 sales units / vendors.

SalesAnalyser yields monthly and year-to-date surveys of sales, broken down into teams, regions or any other sales organisation of your choice.

SalesAnalyser analyzes and ranks commission costs per sales unit / vendor, and ranks your sales units by revenue and margin.

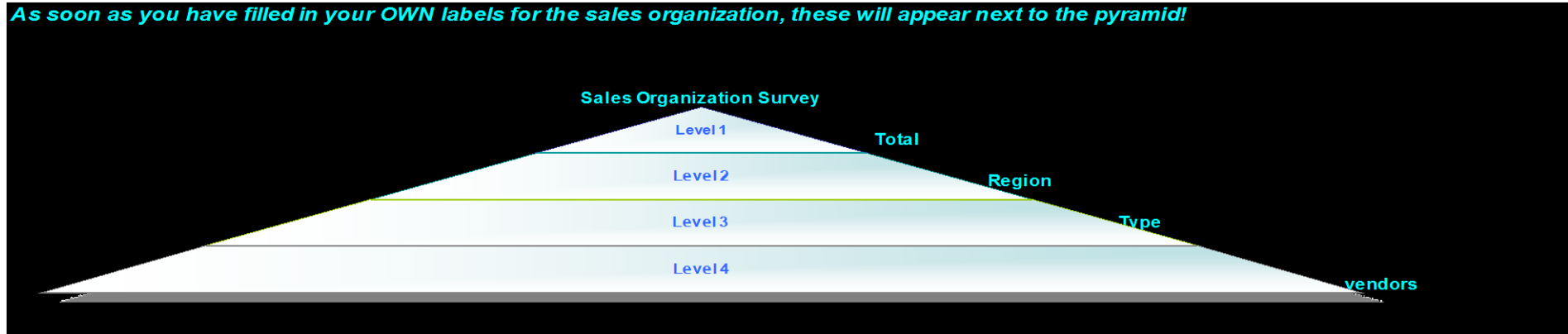
SalesAnalyser is the perfect tool for a clear-headed and, if necessary, kick-ass approach to sales.

If you want answers to the following questions, Sales Analyzer is the tool for you!

- Which vendor is your top seller?
- Which vendor tops the list after the deduction of direct sales costs?
- Which vendor brought the greatest profit?
- Which part of your sales organization is the most profitable?

And now – have a look at the output information of the **SalesAnalyser** (extract):

As soon as you have filled in your OWN labels for the sales organization, these will appear next to the pyramid!



Company:

Year:

from:

Reporting currency:

per month:

Level 1 #

Level 2 #

1	2	3	4	5	6	7	8	9	10
North	South	South-West	South-East						

Level 3 #

1	2	3	4	5	6	7	8	9	10
agents	shops	dep. stores	ebay	hotline	cinemas	TV			

Level 4 #

...

Then enter those revenues and costs in the vendor table below that can be directly assigned to a vendor / sales unit.

Allocation by revenue

Total	administration expense	-22.187		
Total	customer service expense	-18.876		
Total	marketing expense	-19.876		
Total	general expense	-43.350		
Total	interest on outstanding payments	-7.963	interest rate 7%	accounts receivable 1.365.000

LEVEL		Sales unit / vendor	Revenue	Discounts / Cancellations	Commissions	Fixed Income	other sales related costs	interest on outstanding payments	administratio n expense	customer service expense	marketing expense	cost of sales	general expense	Profit / Loss per unit
1	1	1 J. Barton	5.000		-400			-103	-286	-244	-257	-1.750	-560	1.401
2	1	2 M. Oxley	20.000	-500	-1.600			-411	-1.146	-975	-1.027	-9.000	-2.239	3.102
3	1	3 S. Fry	37.500		-3.000			-771	-2.149	-1.828	-1.925	-13.125	-4.198	10.504
4	1	4 B. Smith	8.000		-640			-165	-458	-390	-411	-3.600	-896	1.441
1	1	5 N. Miller	12.000		-960		-970	-247	-688	-585	-616	-4.200	-1.343	2.391
2	1	6 S. Denton	13.000		-1.040			-267	-745	-634	-667	-4.550	-1.455	3.641
3	1	7 B.B. Johns	10.000	-800	-800			-206	-573	-487	-513	-5.500	-1.120	1
3	1	8 H. Mellon	19.000		-720			-391	-1.089	-926	-975	-3.150	-2.127	9.622
4	1	9 Ch. Lawson	3.000		-240		-1.200	-62	-172	-146	-154	-1.050	-336	-360
4	1	10 R. Duchamps	2.500		-200			-51	-143	-122	-128	-1.125	-280	450
1	2	11 EMA 1	4.800		-64			-99	-275	-234	-246	-280	-537	3.065
2	2	12 EMA 2												
3	2	13 EMA 3	1.000		-80			-21	-57	-49	-51	-450	-112	180
1	2	14 EMA 4												
1	2	15 EMA 5												
1	2	16 EMA 6												
1	2	17 EMA 7												
1	2	18 EMA 8												
2	2	19 EMA 9	2.300		-24			-47	-132	-112	-118	-750	-257	859
4	2	20 EMA 10												
1	3	21 DS 1				-2.000								-2.000
2	3	22 DS 2				-2.000								-2.000
4	3	23 DS 3				-2.000								-2.000
4	3	24 DS 4	31.896			-2.000		-656	-1.828	-1.555	-1.637	-15.388	-3.571	5.262

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Sales Survey year-to-date

Dez 25

MacPherson & Eamy

Reporting currency: US \$

Allocation by revenue

administration expense	-69.736		
customer service expense	-61.976		
marketing expense	-66.776		
general expense	-137.564	interest rate	accounts receivable
interest on outstanding payments	-24.290		4.164.000

LEVEL	Sales unit / vendor	Revenue	Discounts / Cancellations	Commissions	Fixed Income	other sales related costs	interest on outstanding payments	administratio n expense	customer service expense	marketing expense	Sales Margin 1	Margin 1 in %	cost of sales	general expense	Sales Margin 2	Margin 2 in %
1	1	1 J. Barton	13.000		-1.300		-387	-1.112	-988	-1.064	8.149	63%	-5.800	-2.193	156	1%
2	1	2 M. Oxley	56.000	-2.000	-5.200	-600	-1.668	-4.789	-4.256	-4.585	32.903	59%	-26.100	-9.446	-2.644	-5%
3	1	3 S. Fry	105.000		-9.750		-3.127	-8.979	-7.979	-8.597	66.567	63%	-51.938	-17.711	-3.082	-3%
4	1	4 B. Smith	22.400		-2.080		-667	-1.915	-1.702	-1.834	14.201	63%	-10.440	-3.778	-17	0%
1	1	5 N. Miller	38.600		-3.120	-970	-1.150	-3.301	-2.933	-3.161	23.966	62%	-16.710	-6.511	745	2%
2	1	6 S. Denton	30.600		-2.600		-911	-2.617	-2.325	-2.506	19.641	64%	-12.860	-5.162	1.619	5%
3	1	7 B.B. Johns	28.000	-2.400	-2.600		-834	-2.394	-2.128	-2.293	15.351	55%	-14.050	-4.723	-3.422	-12%
3	1	8 H. Mellon	35.200		-2.340		-1.048	-3.010	-2.675	-2.882	23.244	66%	-10.845	-5.938	6.462	18%
4	1	9 Ch. Lawson	10.500		-660	-1.200	-313	-898	-798	-860	5.772	55%	-4.530	-1.771	-529	-5%
4	1	10 R. Duchamps	7.750		-650		-231	-663	-589	-635	4.983	64%	-3.600	-1.307	76	1%
1	2	11 EMA 1	7.130		-216		-212	-610	-542	-584	4.966	70%	-1.367	-1.203	2.397	34%
2	2	12 EMA 2	7.500				-223	-641	-570	-614	5.451	73%	-3.375	-1.265	811	11%
3	2	13 EMA 3	1.900		-260		-57	-162	-144	-156	1.121	59%	-900	-320	-100	-5%
1	2	14 EMA 4	3.200				-95	-274	-243	-262	2.326	73%	-1.440	-540	346	11%
1	2	15 EMA 5														
1	2	16 EMA 6														
1	2	17 EMA 7	2.000				-60	-171	-152	-164	1.454	73%	-900	-337	216	11%
1	2	18 EMA 8														
2	2	19 EMA 9	3.100		-184		-92	-265	-236	-254	2.069	67%	-1.150	-523	396	13%
4	2	20 EMA 10														
1	3	21 DS 1			-6.000						-6.000				-6.000	
2	3	22 DS 2			-6.000						-6.000				-6.000	
4	3	23 DS 3			-6.000						-6.000				-6.000	
4	3	24 DS 4	37.773		-935	-6.000	-1.125	-3.230	-2.871	-3.093	20.519	54%	-18.267	-6.372	-4.119	-11%
4	3	25 DS 5	5.599		-6.000	-6.000	-167	-479	-425	-458	-1.930	-34%	-2.520	-944	-5.394	-96%
3	3	26 DS 6			-6.000						-6.000				-6.000	
3	3	27 DS 7			-6.000						-6.000				-6.000	
1	4	28 Ebay 1			-7.500						-7.500				-7.500	

■■■

SalesAnalyser

Sales Survey year-to-date

Feb 25

Customized Survey

MacPherson & Eamy [Sell it again, Sam!](#)

Reporting currency: US \$

Region
Type

1	North
2	shops

Set Print Selection to "P" to HIDE empty rows

LEVEL	Sales unit / vendor	Revenue	Discounts / Cancellations	Commissions	Fixed Income	other sales related costs	interest on outstanding payments	administratio n expense	customer service expense	marketing expense	Sales Margin 1	Margin 1 in %	Cost of sales	general expense	Sales Margin 2	Margin 2 in %	
1	2	11	EMA 1	7.130		-216											
1	2	14	EMA 4	3.200				-212	-610	-542	-584	4.966	70%	-1.367	-1.203	2.397	34%
1	2	15	EMA 5					-95	-274	-243	-262	2.326	73%	-1.440	-540	346	11%
1	2	16	EMA 6														
1	2	17	EMA 7	2.000													
1	2	18	EMA 8					-60	-171	-152	-164	1.454	73%	-900	-337	216	11%
Totals				12.330		-216		-367	-1.054	-937	-1.010	8.746	71%	-3.707	-2.080	2.959	24%

P
P
P
P
P
P
P

This is where you can probe your sales department in depth. Any grouping you would like to check separately can be assembled. Just enter the numbers you have assigned for levels 2 and 3 in the yellow cells and all sales units fitting those definitions will be listed below.

Surveys are year-to-date.

To hide empty rows set the print selection to "P" (column T)

Sales Survey year-to-date

Feb 25

MacPherson & Eamy

Reporting currency: US \$

Revenue Structure

Total
815.530

Region

Revenue

in %

Rank

North	South	South-West	South-East						
423.008	97.200	170.100	125.222						
52%	12%	21%	15%						
1	4	2	3						

815.530

Type

Revenue

in %

Rank

agents	shops	dep. stores	ebay	hotline	cinemas	TV			
347.050	24.830	43.372	3.200	41.200	113.421	242.457			
43%	3%	5%	0%	5%	14%	30%			
1	6	4	7	5	3	2			

815.530

Profit Structure (Sales Margin 1)

Total
342.493
42%

Region

Sales Margin 1

in % of revenue

Rank absolute

Rank %

North	South	South-West	South-East						
147.800	54.064	94.284	46.346						
35%	56%	55%	37%						
1	3	2	4						
4	1	2	3						

342.493

Type

Rank absolute

Rank %

agents	shops	dep. stores	ebay	hotline	cinemas	TV			
214.777	17.387	-11.411	-50.174	8.801	-2.762	165.876			
62%	70%	-26%	-1568%	21%	-2%	68%			
1	3	9	10	4	8	2			
3	1	9	10	4	8	2			

342.493

Year-to-Date Survey Margin 1 per:

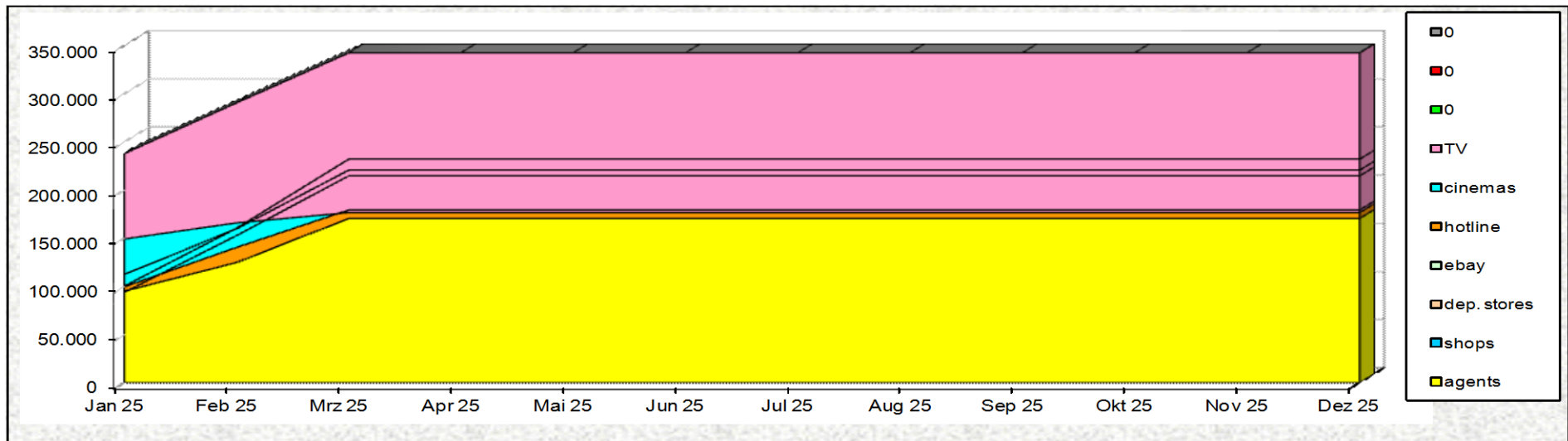
Feb 25

MacPherson & Eamy

Reporting currency: US \$

Type

Type	Jan 25	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25	%
agents	93.798	152.798	214.777	214.777	214.777	214.777	214.777	214.777	214.777	214.777	214.777	214.777	63%
shops	6.491	7.628	17.387	17.387	17.387	17.387	17.387	17.387	17.387	17.387	17.387	17.387	5%
dep. stores	12.220	-616	-11.411	-11.411	-11.411	-11.411	-11.411	-11.411	-11.411	-11.411	-11.411	-11.411	-3%
ebay	-17.500	-35.000	-50.174	-50.174	-50.174	-50.174	-50.174	-50.174	-50.174	-50.174	-50.174	-50.174	-15%
hotline	4.498	15.659	8.801	8.801	8.801	8.801	8.801	8.801	8.801	8.801	8.801	8.801	3%
cinemas	49.709	25.455	-2.762	-2.762	-2.762	-2.762	-2.762	-2.762	-2.762	-2.762	-2.762	-2.762	-1%
TV	88.637	124.668	165.876	165.876	165.876	165.876	165.876	165.876	165.876	165.876	165.876	165.876	48%
Totals	237.853	290.591	342.493	342.493	342.493	342.493	342.493	342.493	342.493	342.493	342.493	342.493	100%



SalesAnalyser

Vendor HITLIST per:

Feb 25

MacPherson & Eamy

Sell it again, Sam!

Reporting currency: US \$

LEVEL	Sales unit / vendor	Revenue	Rank Revenue	Sales Margin 1	Rank Margin 1	Margin 1 in %	Rank M1 in %	Sales Margin 2	Rank M2 in %	Margin 2 in %	Rank M2 in %	
1	1	1 J. Barton	13.000	17	8.149	14	63%	14	156	12	1%	13
2	1	2 M. Oxley	56.000	4	32.903	4	59%	20	-2.644	71	-5%	82
3	1	3 S. Fry	105.000	2	66.567	2	63%	13	-3.082	72	-3%	79
4	1	4 B. Smith	22.400	12	14.201	11	63%	12	-17	66	0%	78
1	1	5 N. Miller	38.600	6	23.966	5	62%	15	745	7	2%	11
2	1	6 S. Denton	30.600	9	19.641	8	64%	11	1.619	4	5%	10
3	1	7 B.B. Johns	28.000	10	15.351	10	55%	22	-3.422	74	-12%	86
3	1	8 H. Mellon	35.200	8	23.244	6	66%	9	6.462	2	18%	2
4	1	9 Ch. Lawson	10.500	19	5.772	16	55%	21	-529	70	-5%	83
4	1	10 R. Duchamps	7.750	21	4.983	19	64%	10	76	13	1%	14
1	2	11 EMA 1	7.130	23	4.966	20	70%	6	2.397	3	34%	1
2	2	12 EMA 2	7.500	22	5.451	18	73%	1	811	5	11%	6
3	2	13 EMA 3	1.900	33	1.121	27	59%	18	-100	67	-5%	84
1	2	14 EMA 4	3.200	28	2.326	23	73%	1	346	9	11%	6
1	2	15 EMA 5										
1	2	16 EMA 6										
1	2	17 EMA 7	2.000	32	1.454	26	73%	1	216	11	11%	5
1	2	18 EMA 8										
2	2	19 EMA 9	3.100	30	2.069	25	67%	8	396	8	13%	4
4	2	20 EMA 10										
1	3	21 DS 1			-6.000	86			-6.000	79		
2	3	22 DS 2			-6.000	86			-6.000	79		
4	3	23 DS 3			-6.000	86			-6.000	79		
4	3	24 DS 4	37.773	7	20.519	7	54%	23	-4.119	75	-11%	85
4	3	25 DS 5	5.599	25	-1.930	82	-34%	94	-5.394	78	-96%	94
3	3	26 DS 6			-6.000	86			-6.000	79		
3	3	27 DS 7			-6.000	86			-6.000	79		
1	4	28 Ebay 1			-7.500	94			-7.500	92		
1	4	29 Ebay 2			-7.500	94			-7.500	92		
1	4	30 Ebay 3	3.200	28	-5.174	85	-162%	97	-7.154	88	-224%	97
1	4	31 Ebay 4			-7.500	94			-7.500	92		
1	4	32 Ebay 5			-7.500	94			-7.500	92		
1	4	33 Ebay 6			-7.500	94			-7.500	92		
1	4	34 Ebay 7			-7.500	94			-7.500	92		
4	5	35 Hotline 1	41.200	5	16.301	9	40%	25	-11.108	100	-27%	89
4	5	36 Hotline 2			-7.500	94			-7.500	92		
1	6	37 Cinema 1	5.100	26	-3.793	83	-74%	95	-6.693	86	-131%	95
1	6	38 Cinema 2	11.400	18	-614	80	-5%	92	-8.557	99	-75%	93
1	6	39 Cinema 3	17.899	14	5.510	17	31%	26	-4.669	76	-26%	88
1	6	40 Cinema 4	540	36	-7.108	93	-1316%	100	-7.415	91	-1373%	100
1	6	41 Cinema 5	1.587	34	-6.347	91	-400%	98	-7.264	89	-458%	98
1	6	42 Cinema 6	8.900	20	-1.031	81	-12%	93	-6.092	84	-68%	92
1	6	43 Cinema 7	20.365	13	6.002	15	29%	27	-6.454	85	-32%	91
1	6	44 Cinema 8	1.300	35	-6.555	92	-504%	99	-7.294	90	-561%	99
1	6	45 Cinema 9	4.570	27	-4.178	84	-91%	96	-6.777	87	-148%	96
1	6	46 Cinema 10	25.960	11	11.369	12	44%	24	-3.394	73	-13%	87
1	6	47 Cinema 11	15.800	16	3.984	21	25%	28	-5.001	77	-32%	90
1	7	48 TV 1	58.407	3	35.093	3	60%	16	797	6	1%	12
1	7	49 TV 2	16.126	15	9.679	13	60%	17	-495	69	-3%	80
1	7	50 TV 3	6.249	24	3.687	22	59%	18	-262	68	-4%	81
1	7	51 TV 4	158.500	1	115.203	1	73%	1	21.083	1	13%	3

NOTES and EXPLANATIONS:

Rank Revenue: who sold the most?

Rank Margin 1: who generated the greatest profit after the deduction of direct sales expense?

Rank M1 in %: who generated the biggest profit rate after direct sales expense ? (70% margin is a better deal than 50%)

Rank Margin 2: who generated the biggest profit after TOTAL expenses?

Rank M2 in %: who generated the biggest profit rate after total expenses? (20% profit is better than 5%; and if you come across -5%, a close look at vendor and/or products might be a good idea!)

A downward tendency from left to right in a vendor -- e.g. Rank 1 in REVENUE, Rank 50 in MARGIN 2 -- is a pointer toward the danger of sales increases at all costs - especially that of profit!

Commissions and Fixed Income

MacPherson & Eamy

in relation to year-to-date revenue

per: Feb 25

Reporting currency: US \$

LEVEL			Sales unit / vendor	Revenue	Commissions	Fixed Income	Total Vendor Income	Vendor Income to Revenue
1	1	1	J. Barton	13.000	-1.300		-1.300	10%
2	1	2	M. Oxley	56.000	-5.200		-5.200	9%
3	1	3	S. Fry	105.000	-9.750		-9.750	9%
4	1	4	B. Smith	22.400	-2.080		-2.080	9%
1	1	5	N. Miller	38.600	-3.120		-3.120	8%
2	1	6	S. Denton	30.600	-2.600		-2.600	8%
3	1	7	B.B. Johns	28.000	-2.600		-2.600	9%
3	1	8	H. Mellon	35.200	-2.340		-2.340	7%
4	1	9	Ch. Lawson	10.500	-660		-660	6%
4	1	10	R. Duchamps	7.750	-650		-650	8%
1	2	11	EMA 1	7.130	-216		-216	3%
2	2	12	EMA 2	7.500				
3	2	13	EMA 3	1.900	-260		-260	14%
1	2	14	EMA 4	3.200				
1	2	15	EMA 5					
1	2	16	EMA 6					
1	2	17	EMA 7	2.000				
1	2	18	EMA 8					
2	2	19	EMA 9	3.100	-184		-184	6%
4	2	20	EMA 10					
1	3	21	DS 1			-6.000	-6.000	
2	3	22	DS 2			-6.000	-6.000	
4	3	23	DS 3			-6.000	-6.000	
4	3	24	DS 4	37.773	-935	-6.000	-6.935	18%
4	3	25	DS 5	5.599		-6.000	-6.000	107%
3	3	26	DS 6			-6.000	-6.000	
3	3	27	DS 7			-6.000	-6.000	
1	4	28	Ebay 1			-7.500	-7.500	
1	4	29	Ebay 2			-7.500	-7.500	
1	4	30	Ebay 3	3.200		-7.500	-7.500	234%
1	4	31	Ebay 4			-7.500	-7.500	
1	4	32	Ebay 5			-7.500	-7.500	
1	4	33	Ebay 6			-7.500	-7.500	
1	4	34	Ebay 7			-7.500	-7.500	
4	5	35	Hotline 1	41.200	-6.144	-7.500	-13.644	33%
4	5	36	Hotline 2			-7.500	-7.500	
1	6	37	Cinema 1	5.100		-7.500	-7.500	147%
1	6	38	Cinema 2	11.400	-1.400	-7.500	-8.900	78%
1	6	39	Cinema 3	17.899		-7.500	-7.500	42%
1	6	40	Cinema 4	540		-7.500	-7.500	1389%
1	6	41	Cinema 5	1.587		-7.500	-7.500	473%
1	6	42	Cinema 6	8.900		-7.500	-7.500	84%
1	6	43	Cinema 7	20.365	-1.300	-7.500	-8.800	43%
1	6	44	Cinema 8	1.300		-7.500	-7.500	577%
1	6	45	Cinema 9	4.570		-7.500	-7.500	164%
1	6	46	Cinema 10	25.960		-7.500	-7.500	29%
1	6	47	Cinema 11	15.800		-7.500	-7.500	47%
1	7	48	TV 1	58.407	-7.360		-7.360	13%
1	7	49	TV 2	16.126	-2.043		-2.043	13%
1	7	50	TV 3	6.249	-855		-855	14%
1	7	51	TV 4	158.500				
1	7	52	TV 5	200				
1	7	53	TV 6	2.975	-92		-92	3%

In what way do **MagicWorkbooks**[®] differ from normal Excel workbooks?

MagicWorkbooks are easier to use:

- Easy-to-handle data input with demo data for orientation
- All data to be entered only once
- No programming knowledge required
- No detailed knowledge of Microsoft Excel required
- No work on spreadsheets or charts required
- No scrolling for sheets thanks to a Hyperlink-table of contents

MagicWorkbooks are faster:

- A monthly report with 20 spreadsheets and 20 charts in 20 minutes?
- Calculate year-end liquid reserves with changes in revenue prediction for every month in half an hour?
- Compute balance sheets for the next five years in one hour?
- Decision on a \$ 50 million sale-and-lease-back operation: Prepare all relevant data in one hour?
- Determine capital re-investment requirements (fixed assets) for the next year in 10 minutes?
- Prepare a comprehensive company presentation for your bank in one hour?

With **MagicWorkbooks** all that is „business as usual“!

This was just a brief survey ...

if you have further questions regarding this workbook, email us!

You are interested in other products:

www.MagicWorkbooks.com