priority™

Prices and Discounts Script

Clip Link: http://www.priority-software.com/eshbel.com/Movie_Search/Prices_and_Discounts.htm
Note: Yellow highlights indicate action instructions.

*HEADINGS ARE NOT MEANT TO BE READ ALOUD.

BEFORE YOU BEGIN:

DEFINE A PART FAMILY FOR FURNITURE, FAMILY=FR, FAMILY DESCRIPTION=FURNITURE

IN THE PART CATALOGUE FORM, PREPARE SEVERAL FURNITURE PARTS. THEIR PART NUMBER SHOULD BEGIN WITH "FR". DO NOT DEFINE A LIST PRICE. LINK THESE PARTS TO THE FURNITURE PART FAMILY. THE DESCRIPTION OF AT LEAST THREE PARTS SHOULD BEGIN WITH "CHAIR" (CHAIR/CHILDREN'S, CHAIR/DINING, CHAIR/OFFICE ADJUSTABLE)

DEFINE A CUSTOMER THAT IS AN EDUCATIONAL INSTITUTION. A KINDERGARTEN WILL DO.

DEFINE A VENDOR AND A VENDOR PRICE LIST, FOR FURNITURE ITEMS (BELONGING TO THE "FR" PART FAMILY). MAKE SURE PRICES ARE LOGICAL AND CONSISTENT (THE VENDOR PRICES SHOULD BE LOW COMPARED TO "OUR" COMPANY, AND EVERY PART SHOULD HAVE A DIFFERENT PRICE. CONSULT GOOGLE FOR PRICE RANGES IN THE U.S.)

 MAKE SURE THE DISCOUNT CODES FORM HAS ONLY LOGICAL DISCOUNTS DEFINED, AND A GOOD RANGE OF DISCOUNTS: 5%, 10%, 25%, 50% ETC; WITH LOGICAL EXPIRATION DATES (E.G. A 50% DISCOUNT WITH AN EXPIRATION DATE OF 12/31/12, CALLED "END OF YEAR SALE"). BEFORE RECORDING, OPEN THE FORM AND RETRIEVE ALL THE DISCOUNTS USING "*".

BEFORE RECORDING, OPEN AND MINIMIZE THE LOGISTIC CONSTANTS FORM. SINCE WE'RE SHOWING A CONSTANT, THE VIDEO SHOULD BE RECORDED IN THE RELEVANT ENVIRONMENT (WHERE HELP TEXT AND THE CONSTANT DESCRIPTION ARE IN ENGLISH).

FOR ONE CUSTOMER, PREPARE A GOOD, VARIED EXAMPLE OF DIFFERENT PRICES OF DIFFERENT FURNITURE PARTS (NOT NECESSARILY THE ONE DEFINED HERE), SUCH AS A SPECIAL PART PRICE, REP CUSTOMER PRICE, BASE PRICE LIST, CUSTOMER PRICE LIST AND SO ON. PRODUCE IN ADVANCE THE **CUSTOMER PRICES & DISCOUNTS** FOR THIS CUSTOMER, SO THAT A SAVED REPORT WITH NICE EXAMPLES CAN BE SHOWN DURING RECORDING.

PREPARE A POWERPOINT SLIDE WITH THE FOLLOWING BULLETS:

- Base Price List
- Customer Price List
- Linking a Price List to a Customer
- Price List Versions
- Updating Prices in a Version
- Updating a Customer Price List Based on a Vendor Price List
- Types of Discounts
- Price Hierarchy

Introduction (00:00-00:37)

This clip demonstrates the tools available in **Priority** to help set product pricing that reflects management policies with regard to sales cycles throughout the year, customer-specific deals and quantities sold. The values you define using these tools are then applied automatically in sales documents (such as price quotes and orders) according to a set hierarchy, where they can be revised as necessary. In this video, we will review several such tools – including price lists, special part prices and customer discounts – and explain the mechanism by which they are applied in the sales documents you record.

Price Lists (00:38-02:37)

Price lists are the main tool for determining prices in *Priority*. The predefined Base price list serves as a default for all sales documents: the prices you record there are applied automatically when no other price source is available. You can also create additional price lists for sales to a specific customer or group of customers, or simply for internal records. We'll begin by showing you how to add parts and prices to the predefined Base price list. We'll then demonstrate how to update list prices while maintaining a history of previous versions of the price list. Finally, we'll create individual price lists for specific customers and sets of customers.

Let's begin by opening the **Price Lists** form[MENU PATH: **Sales > Prices and Discounts > Price Lists**] and move to the line for the Base price list[MOVE CURSOR TO LINE FOR BASE PRICE LIST AND HIGHLIGHT]. We'll demonstrate two methods of updating this price list: via the **Part Catalogue** form and directly in the **Price Lists** form.

To record list prices for given parts, enter the **Part Catalogue** form[MENU PATH: **Inventory > Part Catalogue**] and retrieve the parts in question[RETRIEVE BY **PART NUMBER**=FR*]. In the **Prices & Costs** tab, record the price of each part in the **List Price** column, together with its **Currency**. Since several parts were retrieved, it's easier to toggle to multi-record display mode[PRESS **F4**] and simply move down the list of parts, recording the list price for each one[DEMONSTRATE FOR 2 MORE]. The parts and their respective prices are automatically added to the price list. If your company makes regular use of the Base price list, you can set up a business rule using the **Business Rule Generator**[OPEN **Design** UPPER MENU AND HIGHLIGHT **Business Rule Generator**], which makes the **List Price** column mandatory under certain conditions, such as all parts with an "active" status, or all parts assigned to a certain user.

Updating the Base Price List in the Price Lists Form (02:38-03:58)

[RETURN TO THE **Price Lists** FORM. FROM THE LINE OF THE BASE PRICE LIST]The second way to manually add items to the Base price list is to record them directly in the **Price Lists** form:

In the **Part Prices** sub-level form, open the Choose list in the **Part Number** column and select the desired part[WRITE "Chair" AND CHOOSE ONE OF THE CHAIRS FOR WHICH NO **List Price** WAS RECORDED IN THE PREVIOUS SECTION]. The default **Unit** defined for the part will appear[HIGHLIGHT COLUMN], but can be revised if the part is generally sold in a different unit. Let's record the **Price**. The default **Currency** is also filled in

automatically[HIGHLIGHT] and can be revised. The changes made here will update the corresponding columns in the **Part Catalogue** form.

You may also want to record different prices for different quantities of the same part, if customers are offered a lower price when purchasing a larger quantity. To do so, simply record the same part on multiple lines, specifying for each line the minimum quantity to which that price applies in the **Quantity** column[e.g.: **Quantity**: 1 **Price**: $50; **Quantity**: 10 **Price**: $45; **Quantity**: 100 **Price**: $30, fit prices to the part you are demonstrating so it makes sense]. The **Part Catalogue** will display only the **List Price** recorded for one unit. We've shown two methods of recording and revising the prices in the Base price list. Usually, the former method is useful when recording a new part, and the latter in cases where major revisions are made to the prices offered. Now, we'll demonstrate how to create customer-specific price lists.

Adding Customer Price Lists (03:59-05:59)

A customer price list is a price list that is manually linked to one or more customers. The prices of the parts recorded here will appear as the default in various sales documents recorded for those customers, overriding the list price in the Base price list.

Let's create a new price list which can be linked to certain types of customers, such as educational institutions and NGOs. First, open a new line in the form, and record the **Price List Code**[=Edu], **List Description**[=Educational Institutions] and **Currency**[SELECT "$" FROM CHOOSE LIST]. The **Valid List Date** is filled in automatically with today's date[HIGHLIGHT]. You can add items manually to the **Part Prices** sub-level form, just like we did with the Base price list, or automatically, as we'll see in a minute. Now, let's link the new price list to a customer.

In the **Customers**[MENU PATH: **CRM > Customers**] form, we'll retrieve one of the customers to which we want to link the list[RETRIEVE PREDEFINED EDUCATIONAL CUSTOMER], and record the new price list in the **Customer Price Lists** sub-level form. [RETURN TO UPPER LEVEL FORM]Note that there is no need to record the Base price list for any customer, as it is linked automatically to all customers. If a certain part is not listed in the customer price list, but does have a list price in the Base price list, that price will appear by default[MOVE TO **DETAILS** TAB].

You can also create a set of related customers and then assign the same price list to all those customers via their representative. You do so by assigning them the same representative customer[HIGHLIGHT REP. CUST. NO. COLUMN], whose prices, discounts and parts are then inherited by them. For example, you might sell goods to various branches of a store chain, where each store is defined as a separate customer, but the prices for the entire chain are identical. Rather than setting prices for each branch separately, you can set them for one branch and then define that branch as the representative customer for the other branches[LEAVE THE FORM OPEN].

Adding Items to a Price List Automatically (06:00-07:03)

Beside adding items to a price list manually, you can also run a program that adds them automatically. This is useful when you're setting up the system and want to add all your

parts to the Base price list, or, for instance, when you want to add a new range of products to the list.

Run the **Prepare Price Lists** program[MENU PATH **Sales > Prices and Discounts > Price Lists**]. In the dialog box, choose the desired price list[SELECT THE "Edu" PRICE LIST YOU JUST DEFINED]. You can leave an asterisk in the **Part Number** column[SHOW] to add all parts, or press **F6** twice in this column to access the **Part Catalogue** form. From here, press **F11** to move to Query mode and retrieve the desired parts[RETRIEVE BY **PART NUMBER**=FR*]; then press **Esc** to continue running the program[CLICK **OK**]. Back in the **Price Lists** form, move to the **Part Prices** sub-level form and record the prices for each part[FILL IN FOR ONE PART] added by the program[RETURN TO UPPER LEVEL FORM].

Updating List Prices (07:04-08:52)

You can update prices in a list by a designated percentage or sum, without having to open a new price list. First, copy the existing price list to a new version, so as to maintain a record of the older version of prices. We'll demonstrate this on the Base price list. Run the **Copy Price List** program[SAME PATH], designating the Base price list in both the **Source Price List** input column and the **To Price List** column. If older versions of this price list exist, select the version you want to copy in the next input screen. Also specify the effect date of the new price list version[ANY FUTURE DATE] in the **To List Date** column; then click **OK**. Note that the new list will not go into effect automatically on that date; you will need to put it into effect manually, as we'll see.

Now raise the prices of the new price list version by running the **Raise/Lower Prices** program[SAME PATH]. Select the Base price list in the **Price List Code** column, then choose either the **Percent**[HIGHLIGHT] by which to raise the price, or the absolute **Value**[HIGHLIGHT. Raise by 10% in the **Percent** column] by which to raise it. You can update the price by the original price before tax[IN THE **Update Price By** COLUMN. IF THIS OPTION IS ALREADY SELECTED, OPEN CHOOSE LIST, SHOW, THEN CLOSE] and **Round** the new prices[CHOOSE **Round After Tax**; CLICK **OK**]. In the next dialog box, select the version to update[NEW VERSION JUST CREATED] and click **OK**.

In the **Price Lists** form, both versions are displayed in the **Price List Dates** sub-level form, with their corresponding **Date**[HIGHLIGHT COLUMN], and the prices themselves are shown for each version in the **Part Prices** sub-level[ENTER FORM FROM THE LINE OF THE NEWEST VERSION YOU JUST CREATED. SHOW FOR A FEW SECONDS, THEN RETURN UP ONE LEVEL TO **Price List Dates**]. For the new version to go into effect, we need to flag the **Valid** column[FOR THE NEW VERSION]. From this moment onward, this Base price list is the valid one[LEAVE THE FORM OPEN].

Updating Customer Price Lists by Vendor Price Lists (08:53-10:45)

If your business sells products to customers at prices that are higher by a fixed percentage than the price at which you bought them, you can build a new price list or update an existing one based on a vendor price list, using the **Revise Cust PList by Vend Plist** program[SAME PATH. HIGHLIGHT PROGRAM NAME, THEN RUN IT]. In the **Customer**

Price List input column[HIGHLIGHT], you can choose an existing price list, or, as we'll demonstrate, set up a new list as you go along. Press **F6 twice** to enter the **Price Lists** form, and quickly open a new record[PRESS **CTRL+ENTER**. THEN RECORD: **Price List Code**=Store; **Description**=My Storefront; **Currency**=$]. Return to the program by pressing **F8**, which saves the selected line. The red magnifying class next to the input column[CIRCLE] indicates that a selection was made here. Now, select the parts for which to raise prices: either in the **Part Number** column, as you saw earlier[HIGHLIGHT], or by specifying a **Part Family**[HIGHLIGHT, SELECT PREDEFINED FR FAMILY. THEN PRESS **OK**].

In the next window, select the desired **Vendor Price List** (which is already recorded in the system), and flag **Add Vendor Parts**, because the customer price list is new and has no parts yet. Specify the percentage by which to increase the original vendor prices for this customer[**Percent to Increase**=50]. In the next input screens, choose whether to add shipping expenses[**No**, **OK**] and whether the discounts received from the vendor will also apply to the customer[**Ignore Discounts**, **OK**]. As a result, vendor parts are added to the new price list you created, and their prices are updated in keeping with your price policy.

Printing a Price List (10:46-11:02)

Assuming you'll be distributing the new list among your stores, you can print it or create an HTML file that can be faxed or sent by email. From the **Price Lists** menu, choose one of the several options for printing the list[HIGHLIGHT REPORTS IN MENU WITH A RECTANGULAR FRAME, FROM **Price List-Sorted by Part Number** TO **Part Prices**].

Discounts (11:03-14:18)

You've seen how to add parts and update prices in the Base price list; how to build a new price list and assign it to customers; how to raise or lower prices by a fixed percentage; and how to set up a new price list, or update an existing one, based on the prices paid to a vendor. Now we'll briefly demonstrate how discounts are defined in the system. Discounts can be assigned to individual parts and entire part families. You can also define an overall discount for a customer that will be applied after all other discounts. Or, rather than defining a discount percentage, you can set a special price for a specific part. All these discounts will be in effect for a limited period, which you define.

Let's open the **Discount Codes** form[GO TO THE FORM THAT WAS OPENED IN ADVANCE]. We've already defined various types of discounts, each with a different percentage[HIGHLIGHT **Discount %** COLUMN], valid for different periods[HIGHLIGHT **Start Date**, **Expir. Date** COLUMNS]. These codes will appear in various Choose lists of forms and programs.

Now, go back to the **Customers** form[RETURN TO FORM WITH THE CUSTOMER YOU RETRIEVED EARLIER] to define discounts for a customer. In the **Overall Discounts** sub-level form, you can define a discount that applies to all sales for the customer over a designated time period. Select the **Discount Code** from the Choose list[**Code (Discount)**= CHOOSE ONE FROM THE LIST]. The start and end dates are filled in automatically[HIGHLIGHT], according to the definitions in the **Discount Codes** form seen

earlier. Or simply record the discount directly in the form[ON A NEW LINE, RECORD A 7% DISCOUNT AND DEFINE A DIFFERENT PERIOD], instead of selecting a discount code. You can define a discount for this customer with respect to individual parts, or entire part families, in the **Part Discount** and **Family Discount** sub-level forms, respectively[HIGHLIGHT]. Using the **Assign Discount to Parts** program[GO BACK ONE MENU, HIGHLIGHT IN **Prices and Discounts** MENU], you can automatically assign a **Discount Code** to selected parts.

Or, instead of setting a discount, you can use the **Special Part Price** sub-level form[HIGHLIGHT]to define a special price for the customer with respect to a specific part. This price will also be in effect within a designated period, and will not be affected by any price list or discount, except the **Overall Discount** defined for the customer. It's convenient to define a special price when you want to have a sale for a limited period of time.

In the **Logistic Constants** form[MOVE TO FORM THAT WAS OPENED IN ADVANCE], you can determine the way discounts apply in case several types, such as a part discount and a family discount, are in effect simultaneously. Let's locate the line for the **SAddDiscount** constant[PRESS **F11** AND RETRIEVE BY SA*] and choose the appropriate **Value**. The default is zero (0), meaning that only the strongest discount will be in effect, but you can change this. Read more about the constant in the **Help Text** sub-level form[DISPLAY FOR A FEW SECONDS. THEN CLOSE FORM].

You can view the final price for the customer in the **Customer Prices & Discounts** report[SAME MENU PATH. CHOOSE SAVED REPORT], which displays the various prices and discounts defined for selected parts[SHOW A FEW SECONDS. THEN CLOSE REPORT].

It's important to note that discounts don't apply to price lists flagged in the **Special Part Prices** column of the **Part Prices** form[GO BACK TO FORM AND HIGHLIGHT COLUMN], with the exception of the **Overall Discount**.

Price Hierarchy (14:19-15:33)

[OPEN THE **Sales Orders** FORM. MENU PATH: **Sales > Orders**]When recording a sales document, the price of the part will be taken from the following hierarchy (in descending order):

- Part prices recorded in the document on which the current document is based (for instance, a price quote)[GO TO **References** TAB AND HIGHLIGHT COLUMN];

- If the order is for a product bundle[GO TO **Price** TAB AND SHOW COLUMN], that is, an assortment of products sold together for a fixed price: the price of the entire bundle;

- The **Price List** manually recorded in the sales document[MOVE BACK TO **References** TAB AND HIGHLIGHT COLUMN];

- The special part price;

- The price in a valid customer price list;

- The list price from the Base price list.

In any case, you can revise the prices manually in the document.

The documents in the system display the **Price Source** of all the parts recorded.

For example, in the **Sales Orders** form[RECORD THE PREDEFINED CUSTOMER IN THE **Customer No.** COLUMN], let's move to the **Order Items** sub-level form and record an order item[ONE OF THE PARTS DEFINED IN ONE OF THE PRICE LISTS. ALSO RECORD A **Due Date**]. A price appears automatically[HIGHLIGHT **Unit Price** COLUMN], and the source of the price appears in the **Price Source** column[SHOW]. If a discount appears, you can run the **Discounts Applying to Item** program from the list of Direct Activations[HIGHLIGHT IN LIST] for an explanation of the discount source.

Summary (15:34-16:16)

Let's summarize what we've shown in this video[SHOW SLIDE PREPARED IN ADVANCE (SEE DETAILS AT START)]:

- An explanation of the Base price list and how to update it

- How to create and update a customer price list

- How to assign a price list to a customer or group of customers

- How to create new versions of existing price lists

- How to raise or lower prices by a fixed percentage

- How to update a customer price list based on vendor prices

- The different types of discounts defined for customers, parts and part families

- And, finally, the hierarchy of prices in the system.

This concludes our explanation of prices and discounts in **Priority**.

Related Documentation

- Prices and Discounts Wizard

- CRM Wizard

- CRM for Sales Reps clip

- Opening a Sales Order clip