

The background features a dark, moody image of a hand holding a laptop. A large, vibrant pink circle is positioned on the right side, partially overlapping the laptop and the text. In the top right corner, there is a faint, light gray icon of a gear with circuit lines extending from it. The overall aesthetic is modern and tech-oriented.

MARKETING AND SALES

P R E P A R E D B Y : L U I S M E I N G

OBJECTIVES:

01

Definition

02

Sales in ERP

03

SAP Modules Involved





Sale

- the exchange of a commodity for money
- the action of selling something



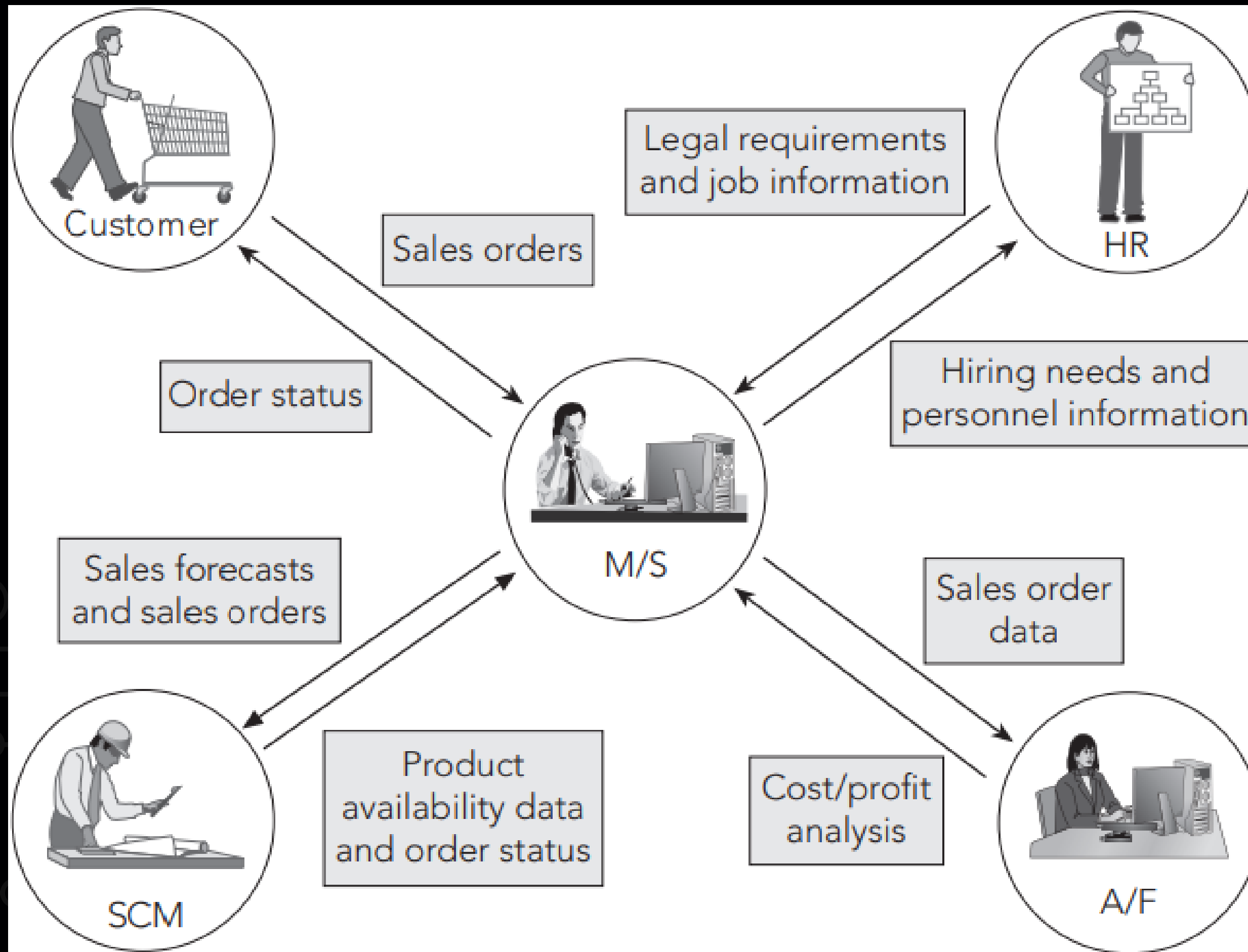


Marketing

- the activity or business of promoting and selling products or services
- includes market research and advertising



2.1 Sales in ERP





Presales Activities

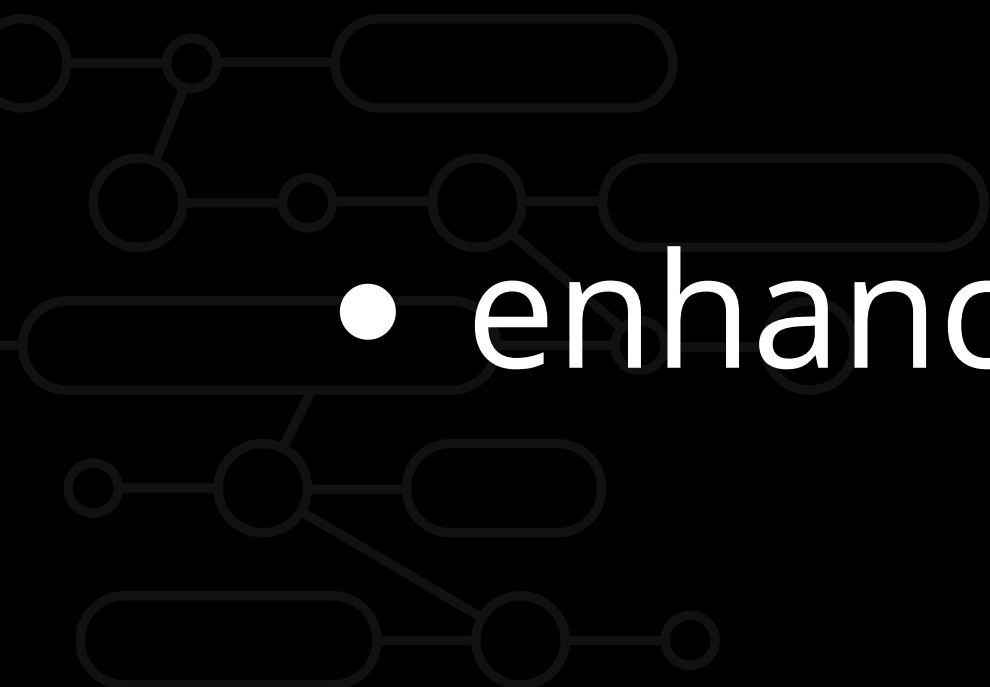
- customers can get pricing information about the company's products
- an inquiry or a sales quotation





Presales Activities

- include marketing activities such as tracking customer contacts—including sales calls, visits, and mailings
- enhances targeted marketing efforts



Sales Order Processing



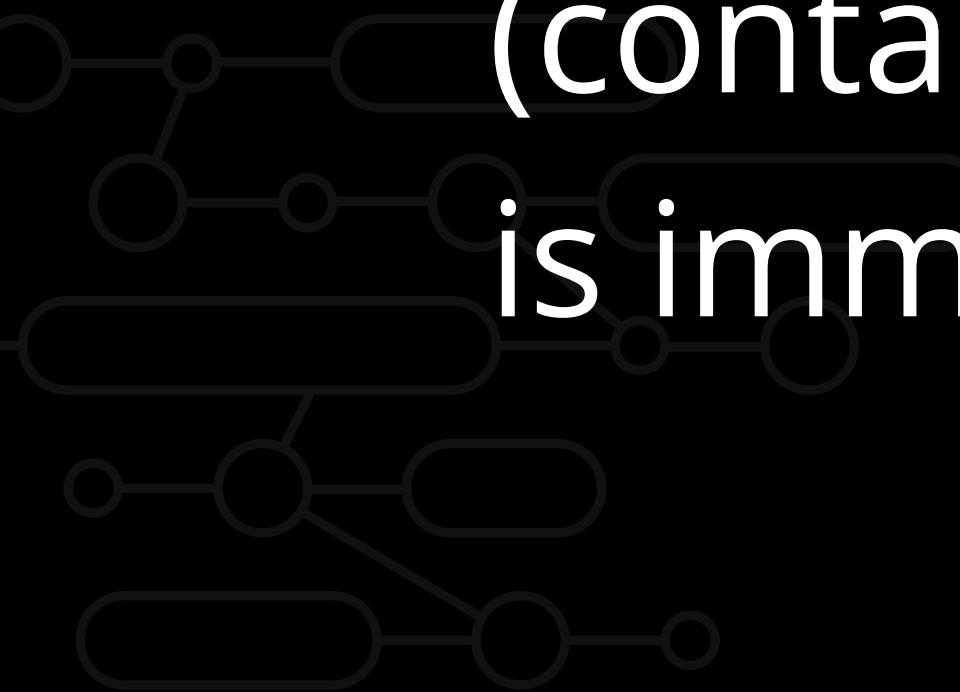
- series of activities that must take place to record a sales order
- can start from a quotation or inquiry



Sales Order Processing



- Any information that was collected from the customer to support the quotation (contact name, address, phone number) is immediately included



Sales Order Processing



- include recording the items to be purchased, determining the selling price, and recording the order quantities



Sales Order Processing



- can use product-specific pricing, such as establishing quantity discounts for a particular item



Sales Order Processing

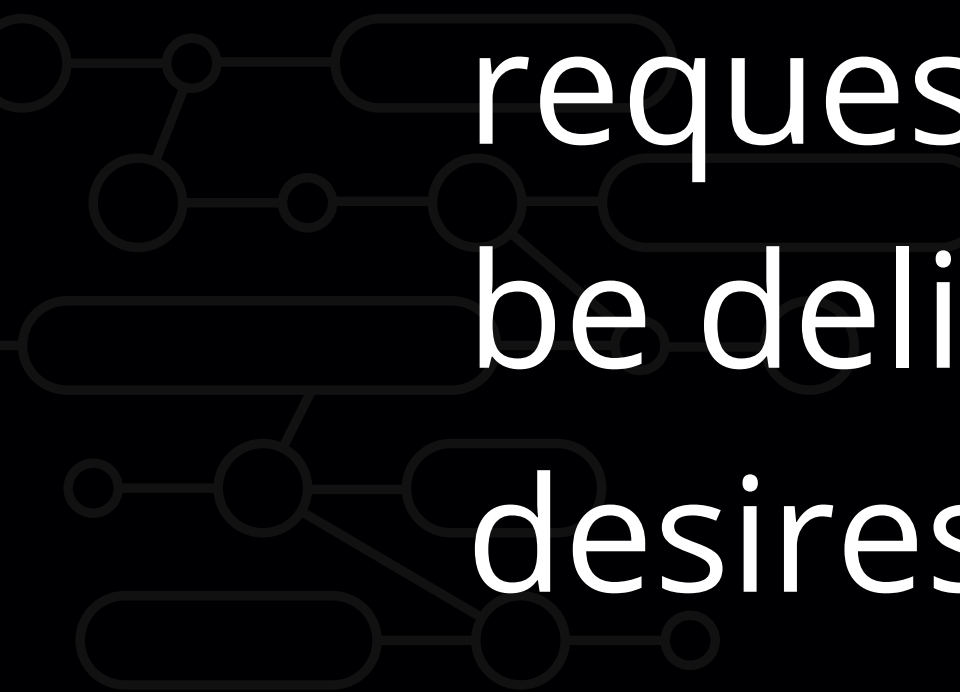


- SAP ERP system checks the accounts receivable tables in the SAP ERP database to confirm the customer's available credit



Inventory Sourcing

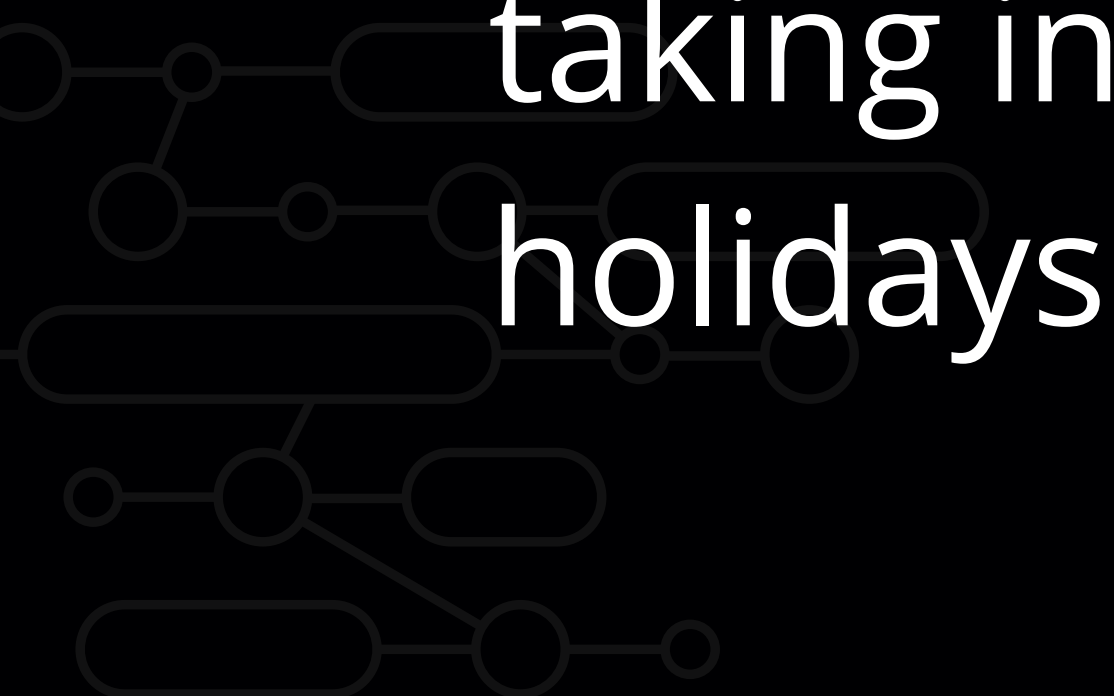
- SAP ERP system checks the company's inventory records and the production planning records to see whether the requested material is available and can be delivered on the date the customer desires



Inventory Sourcing



- This available-to-promise (ATP) check includes the expected shipping time, taking into account weekends and holidays



Inventory Sourcing



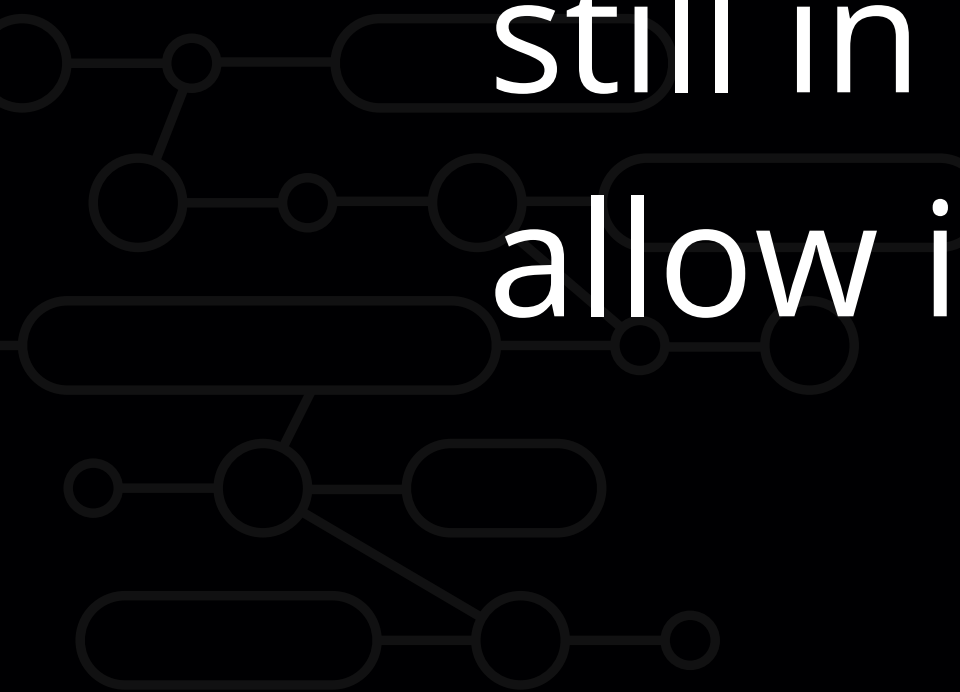
- availability is automatically checked, and the system can recommend an increase in planned production if a shortfall is expected



Inventory Sourcing



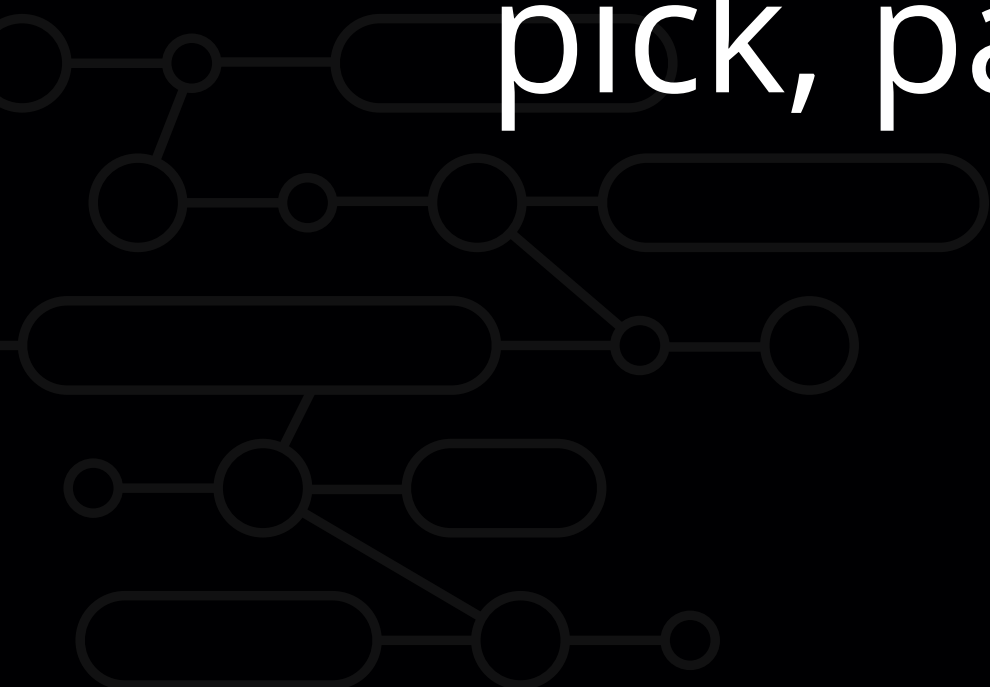
- also keeps a record of all open orders, so even if product for a particular order is still in the warehouse, the system will not allow it to be sold to another customer



Delivery



- creating a delivery means releasing the documents that the warehouse uses to pick, pack, and ship orders





Delivery

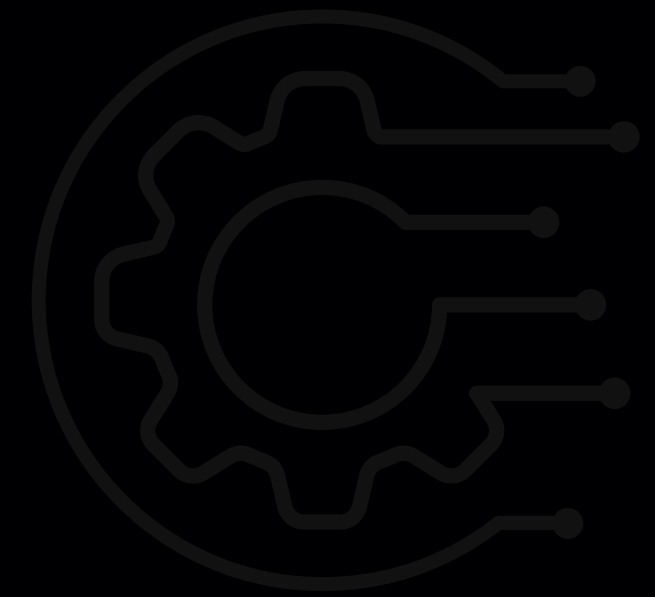
- consider a policy of either FOB Destination or Shipping Point
- process allows deliveries to be created so the warehouse and shipping activities are carried out efficiently

Delivery



- Once the system has created the documents for picking, packing, and shipping, the documents are transferred to the Materials Management module, where the warehouse activities of picking, packing, and shipping are carried out

Billing



- creates an invoice by copying the sales order data into the invoice document
- Accounting can print this document and mail it, fax it, or transmit it electronically to the customer



Billing



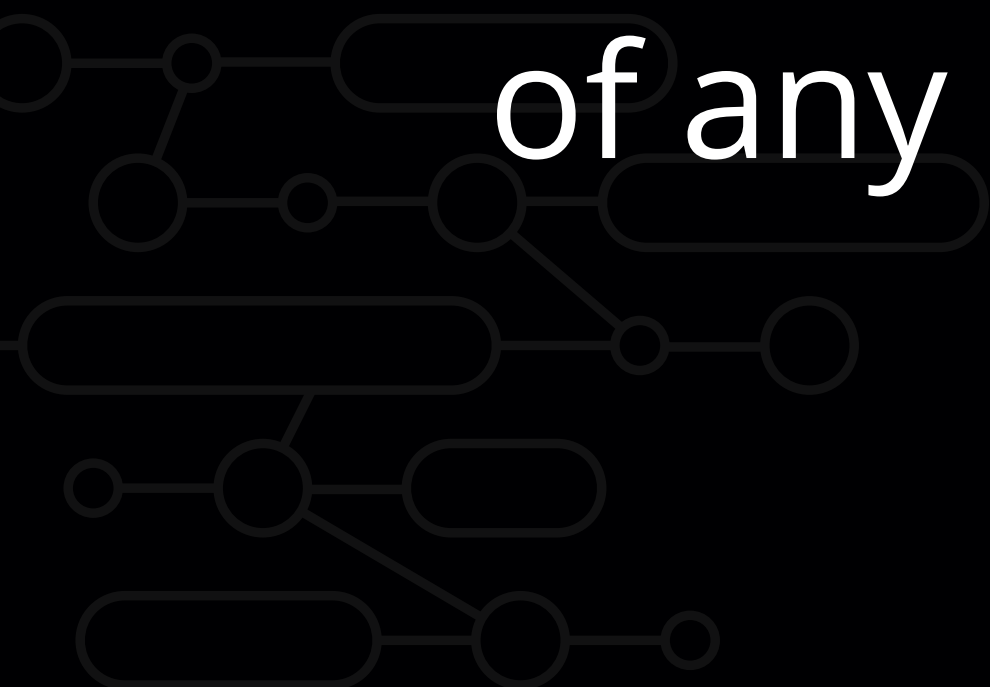
- Accounting records are also updated at this point



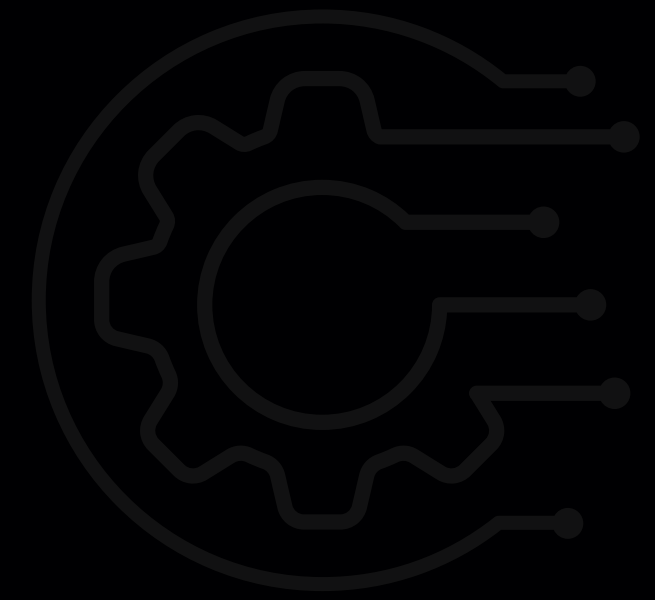


Payment

- timely recording of this transaction has an effect on the timeliness and accuracy of any credit checks for the customer



Payment



- If the payment is made electronically, it can be automatically processed by the SAP ERP system, which records the payment as an electronic sales order document





Payment

- If the customer sends a check, a clerk must manually enter the payment information, at which point the system updates all information related to the sale

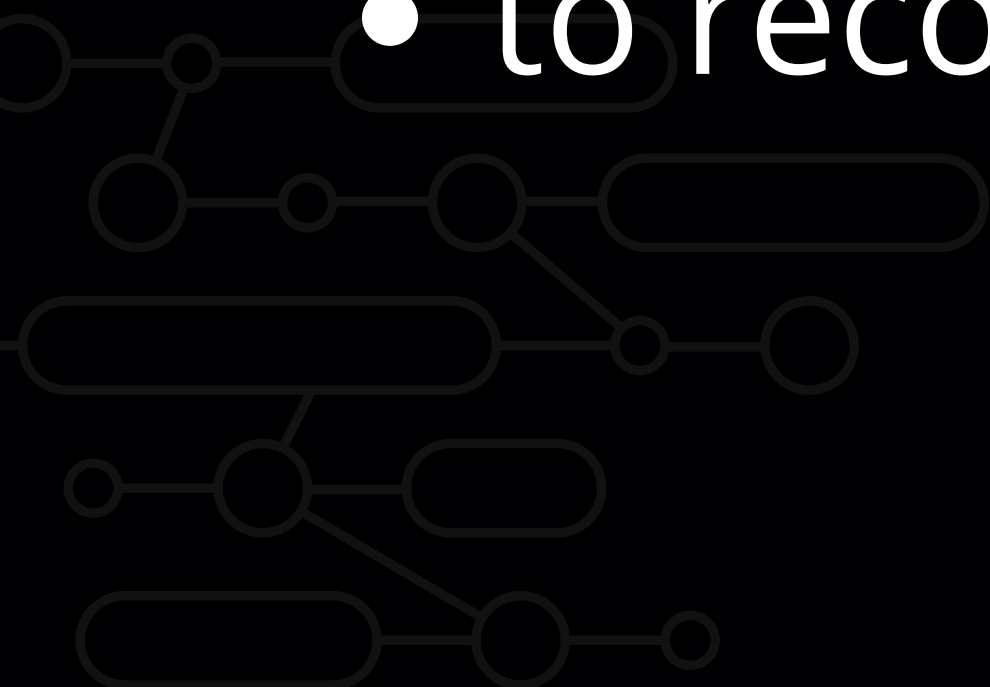
Sales and Distribution (SD)

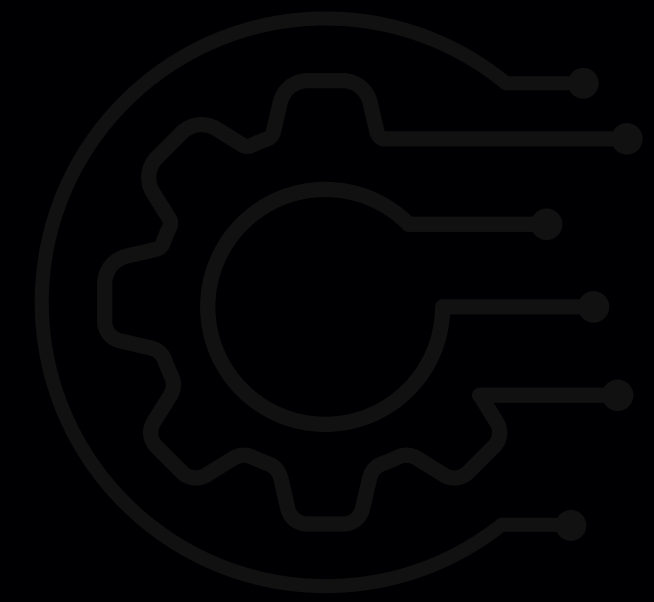
- to record prices, sales, and the delivery

Customer relationship management (CRM)



- to record customer information





Controlling (CO)

- tracks the costs associated with producing products



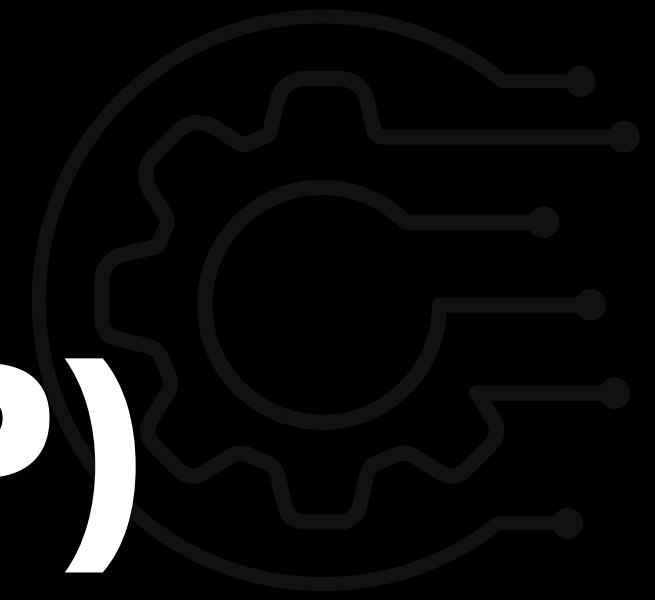


Human capital management (HCM)

- also termed as "SuccessFactors"
- is responsible for Human Resource Management



Production planning (PP)



- Forecast inventory and production



Investment management (IM)

- To maintain stock and update stock level

Supply chain management (SCM)

- to take note of delivery status

Customer service (CS)



- to take care of any concerns after delivery



Enterprise performance management (EPM)



- to produce figures on status of company

