**Xerox Sales Model**

**(Alternative of Xerox)**

**Master of Science**

**In**

**Information Systems**

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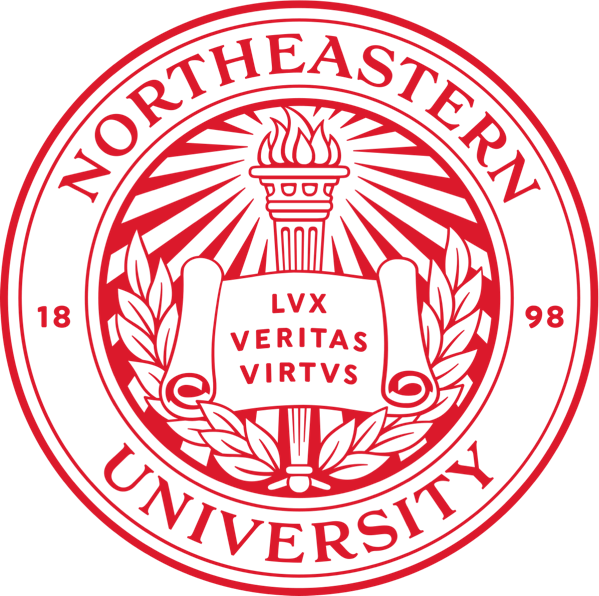
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**Chapter-1-An introduction to xerox model**

The objective of this xerox model is to implement and populate complex commerce and trade models. We are designing and implementing the **solution selling** services. The service enables

Xerox (Prototype company) to **bundle products** as solutions customized to the needs of **customers** in specific **markets** coming in through specific **channels such as social media, TV’S, Radio**. The range pricing technique (floor, target, ceiling) must extended to solution selling as well.

**Floor price -**This is the price which lies at the bottom below which a sales person is not allowed to give any sort of discount to any customer or company.

**Ceiling Price-**This is the top mentioned price which will be given to the customer by the sales person of any mentioned product in the inventory.

**Target Price-** This is the price which every sales person needs to achieve in order to maintain his targets and avoid any kind of loss to the organization.

**What we need to do in this project?**

1)  Our top 3 best negotiated solutions (meaning solutions that sell above target) broken down by market segments.

2) Our 3 best customers (customers who buy about target price)

3)  Our top 3 best sales people (sell higher that target)

4) Our total marginal revenue broken down by market that is above or below expected target (actual minus target).

5) Determine if the company is pricing its solutions correctly. Show how to update price ranges so prices perform at optimum levels (higher and lower targets)

**Different Roles in this Project-**

1) Marketing Person

2) Sales Person

3) Customer

4) Admin/Employee

**Chapter-2-Workflow of the project**

**Customer**-Approaches the Market person

Order details are added to the sales analytics report.

**Marketing Person-**Does a baground check of customer channel&market and assign specific sales person

**Customer-**if customer agrees to the solution

Provided then order will be finalized by sales person

**Sales Person-**Offer solutions to the customer based on customer channel and market.

**Customer-**will get offer from sales person as per the season sale and sales Analytics report (if customer is known to system/old customer)

**Customer-**is able to negotiate the offer price

Till the floor price of the bundle

**Important Highlighted terms above-**

**Customer Channel**-here customer channel refers to the source through which customer approaches xerox for example TV,Radio,social media.

**Market**-here market refers to the different age group people such as-Teen, Senior, B2B, Millennial’s, Genz’s.

**Bundles-** refers to collective set of electronic accessories made by the company which a sales person will offer to the customer for example-if a customer is teenager than he will need 1 basic(black and white) printer,A4 sheets ,basic scanner of type 1 and a ink jet laser ink, but if it’s a big b2b client such as bestbuy than the customer will need high tech printers and that too in bulk, couple of scanners and bundles of a4,a2,a3 sheets).

**Chapter-3-UseCases and Explanation**

In other words, when a customer approaches a marketer—basically, it's a store—the marketer welcomes the customer. on other words, when a potential customer approaches, the marketing representative checks the customer's background using the information already on the excel sheet. Thus, he will identify the customer's channel and market and designate a dedicated sales representative. Upon being allocated a customer, the sales representative presents a solution offer, which is essentially a package.

Our Java code so consists of two classes: solution order and solution offer. An offer made to a customer by a salesperson is all that constitutes a solution offer. First offer that is the offer and that is a free defined bundle. What will essentially happen in this is the total of the individual product ceiling prices will be the bundle's price. Assume that we have two printers which is number five. That will be the addition of ceiling price of that bundle. Regardless of the bundle we have, it will depend on the market and the customer channel. Thus, that represents the customer's initial offer, made by the salesperson. It appears as though the negotiation will go on to the next phase.

Thus, negotiating can be difficult at times. Thus, until the customer bargains, up to the bundle's floor price or ceiling price. Since it is not our goal, even if it sells for floor price, it is still sold.

However, since we require the analysis, we also need to record this. Thus, the buyer has the option to haggle over the offer price up to the bundle's floor price. Essentially, the solution offer will have two ways to receive a discount.

The first is the season—fall, spring, or any other—that we have previously determined.

**\*5\***Second, the percentage of the discount that we can offer has already been predetermined. Every single customer has a sales analytics report that we have. We can therefore provide a little graph stating that this is the sales analytics report for that specific customer on that panel—that is, the entire panel of salespeople. The salesperson will now be affected by this graph if the consumer is devoted or, to put it another way, an elderly client who is coming in frequently, obtaining a fantastic deal, and attempting to haggle. Because he is one of our best customers, the only thing he can do is ask us to offer them a product. Since NU maintains its contact with those employers, we don't wish to sever it. He still purchases this even if the price somewhat drops from his aim as he was able to purchase the goods at a favorable price previously. We wish to keep this customer. We wish not to misplace it. in order for us to sell it for less than the aim. This is how this graph will affect the salesperson panel, then. This analytics will be useful. This will demonstrate the fifth criteria, which is **the examination of pricing solution and the influence it has on the amount of sales at the current price**. In essence, we are displaying a pie chart here that shows all of the sales at various prices that are above and below the aim of this solution bundle, this solution offer, and a description of this specific customer.

We are therefore handling the dual tasks of providing for this consumer and making a sale of a goods. It doesn't matter if it is at or over the target. All we need to do is perform an analysis over here. Thus, in the event that the customer agrees to a particular solution offer during negotiation, the sales representative will combine the complete solution offer into a solution order, which will then be placed.

All we need to do is submit an order, and then, once the order is placed, we simply enter it into the sales analytics report that we already have of our customers. If the customer is already in the system, we simply add another row, and if the customer is not, we simply add another row to the system but we add a customer.

After that, we attempt to display all of these panels and graphs on various buttons on the admin, since business manager is the one who wants has access to whole system.

We will show you other four panels in admin:

\*1\* **The top three solutions** sold can be verified. which market sector and market channels are the top three bundles that are sold.

\*2\* **The top three customers** who are purchasing at or above the goal price indicate that there are consumers who are within this target price's quartile, meaning they are purchasing at or near the target price, either above or below.

\*3\* **Total marginal revenue** for each market segment is, well, nothing. What matters is the actual price, which is the price we actually paid. This is different from the target price, which is the price we aim to sell for profits. Therefore, our total marginal revenue is the top actual price less the target price, and we calculate this for each market segment as a whole so that we can determine whether the business is doing well or not.

\*4\* **Top three salespeople** who, in essence, sell above the target. Hence, we can add an additional element here to get the customer to agree to buy and be happy with it. If the customer is happy, he can tip the salesperson, and that tip will be counted as a commission, or a commission will be added by default if there is no tip. In other words, we'll add it to the salesperson's attribute and this salesperson will have a commission. Afterwards, we can add a commission to the top three sellers, which indicates that they sell above the target plus how well they're performing on this specific system.

**Methodology of Xerox Sales Model**

Developing applications to support the Xerox Sales model would likely involve a strategic approach that aligns with the sales process and customer engagement. While there might not be a specific methodology explicitly named for this purpose, the development process might include these key steps:

**Understanding Sales Processes:** Developers would first immerse themselves in understanding the intricacies of the Xerox Sales model. This involves collaborating closely with sales teams, managers, and stakeholders to comprehend the workflow, challenges, and requirements.

**Requirement Gathering and Analysis:** Detailed discussions and analysis would be conducted to identify the specific needs and pain points within the sales process that could be addressed or enhanced through applications. This might include CRM integration, sales automation, analytics, or tools for customer interaction.

**Designing Sales-Centric Applications:** Based on the gathered requirements, developers would design applications that cater specifically to the Xerox Sales model. This could involve creating intuitive user interfaces, integrating functionalities to streamline sales activities, and incorporating analytics for performance tracking.

**Iterative Development:** The development process would likely follow an iterative approach, allowing for continuous feedback from sales teams and stakeholders. This enables developers to refine the applications based on real-time inputs and evolving requirements.

**Integration and Compatibility**: Applications developed for the Xerox Sales model would need to seamlessly integrate with existing systems, such as CRM software or document management tools, to ensure a cohesive and efficient sales ecosystem.

**Testing and Quality Assurance:** Rigorous testing procedures would be employed to ensure the applications' functionality, usability, and security. This includes user acceptance testing (UAT) involving sales teams to validate the applications' effectiveness in real-world scenarios.

**Training and Adoption Support:** Once the applications are ready, developers might assist in training sales teams on how to effectively utilize these tools. Supporting the adoption of new applications is crucial for successful integration into the sales model.

**Monitoring and Iterative Improvement:** Post-deployment, continuous monitoring and feedback collection help identify areas for improvement. Developers would iterate on the applications to enhance features, address issues, and adapt to changing sales dynamics.

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