As I have met with Cut Flower Wholesalers across the country I am amazed at the fact that most use either antiquated or under powered software, to run their organizations. The cost of a computer and the software amounts to about **4 cents** out of each sales dollar. A Manual system or under powered system costs in excess of **.20 cents** out of every sales dollar.

If you want to know how I came up with that figure, give me a call. 800-711-7374

Which of the following points represent your software? **Check the box for each point that fits the profile of your operational software. Note (**Even a manual system, is still a system**)**

Your Current System

☐ Requires that the Wholesaler have **a software package for accounting** and **one for the operations** side
  ProTrac is a full ERP distribution package for both Operations and Accounting

☐ Has the wholesaler **manually writing sales tickets** and then having to rapidly rekey the order into some kind of sales software so that they can send an invoice with the driver
  ProTrac's Order Entry is fast. Your people can key the orders as they take the order
  So there is no need for rekeying

☐ **Has no features which are specific to the Cut Flower Wholesale Marketplace**. The software does not identify COLOR or VARIETY in Order Entry or in Quotes. The pickers pick with a hand written or machine printed invoice.
  ProTrac is filled with Cut Flower Features and has a drop down in OE and Quotes with multiple colors and varieties

☐ Has no **colors** or **varieties** listed on the invoice
  ProTrac prints the stem, colors, varieties requested by the customer, on the invoice

☐ Has no way to price a stem or supply for different customers
  ProTrac has 11 prices per Product Line, 11 prices in a Class that is within a product Line, and special pricing for a specific customer - we also support contract pricing

☐ Has no way to electronically handle Quantity Based Pricing
  ProTrac handles Quantity pricing by item and by Customer by Item - You can sell 100 stems for 1.50 cents to one florist and sell the same stem to another florist for 1.55.

☐ Has the Sales Reps continuing to sell customers who are **past due on multiple invoices** - The system does not show **AR information in Order Entry**. Instead of the Sales Rep, asking for past due monies while they have the customer on the phone, they leave that to the owner.

> *ProTrac displays all of customer's open invoices and days open, on first screen of Order Entry*

☐ Has the wholesaler **manually up dating pricing** for both **Stems** and **Floral Supplies** to keep up with ever changing prices (This task is done at a cost of **25.00 per hour**, including salary, benefits, overhead)

> *With ProTrac you can electronically update pricing for both Stems and Floral Supplies*

☐ Has the wholesale buyer walking the stacks with a clipboard to buy floral supplies

> *ProTrac has a complete replenishment program with Min, Max, Order Guide/Point*

☐ With no cooler reports Buyer has to walk the coolers and write down the stem and how many they have in the cooler. Then they have to go through the manually written sales orders and figure out what they need to buy. **Stem purchases are done with sticky notes and yellow pads**

> *ProTrac has a cooler report with complete information on sales of every stem or supply*

☐ Causes all **repeat orders** to be manually rewritten or re-entered every week

> *ProTrac handles Repeat orders electronically*

☐ Causes all repeat **purchase orders** to be manually rewritten

> *ProTrac has a PO Copy program*

☐ Causes Buyer of both stems and floral supply to key a PO and fax it to the vendor

> *ProTrac has an electronic Purchase Order that can be **Emailed** - directly out of the system*

What did I buy last Valentine's Day?

☐ Current system has the wholesaler searching through all of the invoices for each customer to find out what they bought last Valentine's Day. Once the invoices are found, then a clerical person (**at $25.00 an hour**), keys the customer's purchases onto an Excel Spreadsheet. They mail the spreadsheet to the customer

> *ProTrac has an electronic Customer Purchases report which can be created in seconds and sent with the driver*

☐ Has the wholesaler **printing, stuffing, and mailing out statements** (Cost .85 each)

> *ProTrac can send out Statements via E Mail directly from the software*

☐ Has the wholesaler running a **cost per dollar** for employees and management, at well over **17.5 cents**

> *ProTrac will help push this cost down, to well under 17.5 cents*

☐ Does not show the SR what this customer has purchased and at what price, in Order Entry

> *ProTrac displays the customer Purchases as a part of Order Entry or Quoting.*

☐ Does not show the SR what the customer paid last time they ordered a stem or supply. It does not show how many they ordered.

> *ProTrac displays the last time this customer purchased an item in both Order Entry or Quoting*

☐ If a customer needs a reprinted invoice, the wholesaler has to search the files to find the invoice, make a copy and fax it to the customer. (**at 25.00 per hour**)

> *ProTrac displays all open and closed invoices. An invoice reprint can be E Mailed directly out of ProTrac to the customer, while they are on the phone.*

☐ Has the wholesaler with too much Floral Supply inventory and too much of the wrong inventory

> *ProTrac is management's eyes on each transaction. Since the replenishment software has no vendor favorites, it only recommends buying what is selling*

☐ Has no way of tracking Quotes, Purchase Orders, Sales Orders for a specific civic event, or Holiday. Once more the wholesaler has to have a clerical person (at 25.00 an hour) search and post the information on an Excel document.

> *ProTrac has a **Category File** that will track all of the above to ensure that the Wholesaler has the stems and Floral Supplies to take care of next Saturday's Weddings or that large civic event.*

☐ **Has no way of taking orders from their Web Site**. Web site is an information only site. In today's High Tech market place florists are used to using the Internet to communicate with their vendors.

> *ProTrac can provide you with a Web Developer who has already interfaced a StoreFront to ProTrac. The StoreFront will be customized for each Cut Flower Wholesaler. The StoreFront will send orders directly to ProTrac's Order Entry. A product and pricing report will keep the Web Site's StoreFront current with prices and products.*

This is not a complete list of the features that the Cut Flower Wholesalers needs. This document does cover Assemblies for bouquets, Wet Packs, or Dry Packs.

> *ProTrac can handle the assembly and sale of Bouquets, Wet Packs, and Dry Packs*

If you have checked more boxes than what you want, give me a call. We can talk about what your needs are and how ProTrac can help.

You do not need to send this back to me. Just give me a call and we can discuss the way that ProTrac can help you cut down your Employee cost and the cost to get products purchased, shelved, picked, shipped, and billed.

This survey is just to bring to your attention that your current system is not pulling its own weight.

Today's software is designed to be a profitable employee. When you have to manually work around your system to get an order taken, filled, and billed your cost escalates each time you touch that order. Since you cannot charge for the added service the cost comes from your profits.

Mel Carney

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