

## **Advertising Yard Code Maint.**

**PROGRAM NAME:** YARDCODE

**MENU OPTION TITLE:** Advertising Yard Code Maint.

**MAIN MODULE:** SALES MAINTENANCE MENU #1

**HELP KEY ACTIVE:** NO

### **PROGRAM OVERVIEW**

This program allows you to set up the Advertising Yard codes that are referred to in the Customer maintenance, the Point of Sale and the Distribution Order processing systems. Using this powerful tool can help you determine the effectiveness of your marketing campaign. Sales and inquiries can be tracked according to the YARD CODE. NOTE: You do not need to enter the customer into {CMMMAINT} to utilize this feature. You can enter in the very basic customer information in the mailing list system to track inquiries. Again, there are several reports that utilize the yard code to assist in the determination of the effectiveness of a marketing campaign regardless of the technique. This can apply to telemarketing, direct mail, advertising, radio, television etc. The yard code is a required field in Point of Sale and Distribution order processing.

### **PROGRAM OPERATION**

**YARD CODE:** Type an existing valid code, or use <IFF>. If you wish to create a new code, simply type in the name of the new code and press <ENTER>.

**DESCRIPTION/NAME:** This is the description of the yard code that needs to be typed only if you are creating new yard codes.

### **PRESS RETURN TO SAVE AND CONTINUE**

NOTE: All <IFF> keys are active, including <F6> delete. You will, however, be prompted whether you really want to delete this yard code.