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Promotional Allowance Manager (PAM) stays on top of Vendor Co-op Documents from First Request to Final Chargeback

Publishers, music labels and distributors reward diligent resellers for advertising, catalogs, newsletters, radio spots, newspaper ads, clown shows, billboards, window displays, listening posts and other qualifying promotions. Publishers and distributors have strict chargeback rules. Resellers who take full advantage of vendor incentives reap benefits—reimbursements, credits, increased customer traffic, name recognition and, of course, sales. The Promotional Allowance Manager (PAM) expertly monitors each step in the co-op process: from authorization requests and document editing to chargeback invoicing and posting.

Vendor incentives reward past sales with subsidies of targeted promotions to promote current and future sales. Vendor co-op promotions, however, require diligence, follow-through and scrupulous record keeping at each stage from request to final chargeback authorization.

PAM is an on-line document manager, guy Friday, file drawer and lock box for co-op managers.

PAM turns co-op management into a company profit center.

Enter/ edit PAM Accounts

Setup account contacts
 Link to billing/ payables

Enter / edit Co-op Documents

Draft & revise co-op requests
 Turn requests into chargebacks

Print Co-op Documents

Print pending requests or chargebacks.
 View/ edit log of PAM docs.
 Post approved chargebacks to accounts payable.

Set up or Edit PAM Accounts

Keep track of the name, address, phone and email for vendor promotion / advertising contacts. PAM account codes are linked to vendor payables/ credit codes and vendor ordering codes—all part of the vendor account picture.

PAM shares the vendor account database with buyers (ordering), inventory managers (for returns and debits) and accounting (payables and credits). The key to efficient processing here is collaboration—the link between inventory orders, product promotions, vendor payables and account credits.

PAM fits securely into vendor account management.

Co-op Documents

The PAM document manager separates *requests* for authorization

from authorized *chargebacks* and converts a request to a chargeback, once everything is in place for a credit claim. Identify the project name and the posting vendor code. Specify the promotion media (Bigge Daily Paper, say) the promotion's scheduled dates, the duration or size of the ad, and supporting enclosures. Pull product descriptions from the title database.

Edit co-op documents over time to track progress of a promotion. When all elements are in place for submission of a vendor chargeback, you have an on-line record of the promotion, the covered product, the media, the duration, along with supporting proof (affidavit) of ad placement.

Print Manager

Print all pending requests or reprint. View/print co-op documents for a range of dates. The log is a repository of co-op documents.

For more information...

Consult the packet on **Financial Management** programs for descriptions of Accounting and General Ledger systems. PAM processing fits seamlessly into Accounts Payable programs.

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SmarTerm - [Byron68_Telnet]
File Edit View Tools Properties Connection Window Help

Co_Op Document Editor
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B Charge_Back
D Vendor: Williams & Wilkins
F Posting Vendor: WILLIAP
H Authorization No. 1234
J Media: City Paper
L Duration/Size: 1/2 page
P Enclosed: (Rate Sheet/Tear Sheets/Affidavit)

WHaCo BookSeller
Co_Op Document No. 000004
A Date Jul 26/04
C Re: 2004 Contract
E
G Store National Zoo
I Date:
K Schedule: Aug 01/04 To Aug 15/04
M Total Cost: Compute from Detail Below

Ln ISBN Title Particulars Quant. Amount
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1 0-683-00023-3 ACSM's Guidelines for E 1. 250.00
2 0-683-01680-6 Skeletal Radiology: 1. 250.00
4 0-683-00175-2 Sports Injury Managemen 1. 250.00

Written by JCW; Edited by JL 3. $750.00
Edit which Field or Line ? ___ ('CR' = Next Co_Op Document, 'XXX' to Delete)
"D"+Line No. to Delete a Line^ "N"=NATHEX "ADD" to Add a Line.

Byron68_...
Connected to byron68 Secure Macro Print Capture Hold SCD 4 hr 9 min Row 23 Col 29

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Figure 1: A sample co-op chargeback.