<u>Catalog Mailing List System</u>

PROGRAM NAME: MAILER
MENU OPTION TITLE: Catalog Mailing List System
MAIN MODULE: INTERNAL MAILING LIST
HELP KEY ACTIVE: NO

<u>PROGRAM</u> <u>OVERVIEW</u>

This powerful mailing list system allows you to handle mailings to anyone whether or not they are valid customers in the system {CMMAINT}. You can enter/edit new customers through this program, print mailing labels from a defined list, add names to a mailing list without having to create them as a permanent record in {CMMAINT}, find out how many customers are in a waiting list for mailings, and look up to see if any names have already been mailed to.

Another extremely powerful function is the ability to generate mailing labels via the CUST TYPE (Wholesale, Dealer, Retail) or all.

All mailing list entries are stored in a file that is updated with a print date and a print flag set to <Y> the first time entries are successfully printed. The mailing labels used can also be used for the accounts receivable system.

NOTE: This program requires a wide carriage printer and labels running three across. You will find the details of the labels in the REFERENCE manual.

<u>PROGRAM</u> <u>OPERATION</u>

(1)= ENTER NEW CUSTOMERS: This option takes you to the main customer entry/edit program {CMMAINT} and allows you to actually enter a new customer, and then add them to the mailing list batch file. See the document {CMMAINT} for detailed information on using this program.

(2)= PRINT MAILING LABELS: This option allows you to choose one of the three groups of mailing list customers (Wholesale, Dealer, or Retail) or all. You will be prompted to make a choice as listed below.

DO YOU WISH TO PRINT LABELS FOR:
(1)= WHLSLE NAMES
(2)= DEALER NAMES
(3)= RETAIL NAMES
(4)= ALL NAMES
(5)= RETURN TO THE PREVIOUS MENU

YOUR CHOICE?: _:

PRINT LABELS FOR A SPECIFIC YARD CODE <Y/N>? If <Y>es than you will be required to enter the valid yard code that you wish to print labels for. If you answer <N>o you will see the following:

PRESS RETURN TO PRINT A TEST LINE FOR THE LABELS: You can print as many test lines as needed. This helps make sure the labels are lined up.

ARE THE LABELS LINED UP PROPERLY <Y/N)?

Processing, Please Wait!

DID THE LABELS PRINT OK <Y/N>? *** If they did not, you can print them again and again until you are successful.

PLEASE WAIT, MARKING ENTRIES FOR UPDATE

(3)= MAILING LIST MAINTENANCE: This option allows you to enter names into the mailing list only, without saving them in {CMMAINT} as a valid sales customer. This can be used to print labels to mail any correspondence from customer or non-customer inquiries. The entries will be stored in the mailer batch file. Again, all entries into the mailing list system by either the customer maintenance system or through this program are stored in a batch. The fields in this program are self explanatory, except the following....

YARD: _____: This is the advertising yard code that will later on be used for determining the effectiveness of a specific marketing program. This field is used to indicate where the inquiry came from. You must type in a valid yard code to continue.

PRINTED FLAG: _: (Y/N)
PRINTED DATE: _____: Both of these fields are automatically updated when labels are printed. You can clear these fields to mail to a customer more than once. NOTE: This program calls up the program {MAILGUT}, please refer to that program document for additional information.

(4)= DISPLAY THE NUMBER OF NAMES WAITING TO BE PRINTED: This option allows you to view the quantity of names yet to be printed. The following fields will show automatically.

NUMBER OF WHLSLE NAMES
NUMBER OF DEALER NAMES
NUMBER OF RETAIL NAMES
TOTAL NAMES WAITING TO BE PRINTED

(5)= LOOK UP, TO SEE IF A NAME IS ALREADY ENTERED: This option allows you to search for customers that are in the mailing list.

NAME TO LOOK UP: Enter the exact name you are looking for or use <IFF>. A pop-up window will display any names waiting to be printed.

(Q)= RETURN TO THE MAIN MENU