

# GOAL Manager™

## Service

Offered by  
Midwest MicroSystems L.L.C.  
Lincoln, Nebraska



# Introducing Sale Manager Service



Sale Manager Service is a turn-key combination of pre-, during- and post-sale services to enhance your cattle marketing. It combines our network of computers, our Sale Manager software (tested and proven in hundreds of sales in the last decade), and our professional expertise to operate the system for your sale. Our Sale Manager Service technician helps you prepare sale information, manage sale transactions, record customer activity, and provide analysis information on the performance of your cattle and customers where it counts the most, *in the market place*.

Sale Manager Service helps you clerk the sale, efficiently take care of your customers, and reconcile at the end. Extensive reports are included. When your sale is over, Sale Manager Producer Edition enables you to manage customer files and sale animal delivery, and to make management decisions based on accurate and timely data.



# Why Use Sale Manager Service?

- *You* take care of your customers while *we* take care of the sale day clerking.
- Automation improves efficiency and increases capacity, ensuring a more profitable sale!
- Automation expedites buyer registration and checkout, giving a better experience for your customers!
- Invoice and reports are customized with your company name/logo or brand.
- After-sale tools easily evaluate values of individual animals or groups of animals.
- Enhance your customer knowledge.
- Enhance your cattle marketing knowledge.
- Our service is customized to your needs
- Our service adds a professional touch.
- Our service is confidential.



# Animal Entry

Cow Sense Sale Manager v3.30 -- C:\COWSENSE\SALEMGR\SALE.MMS - [Animal Entry Form]

File Activity Sale Day! Window Help

Select Clear [ ] 411 Records Where OpenSale = -1

Save New Delete Undo [ ] 152 [ ]

**Identity** Notes, EPD Pedgree Performance Sale Info

Entry Date 4/13/2005

Sale Spring Bulls

Sale Date 4/16/2005

Lot Number 152

Combined Lot

Sale Order 152  Use Lot Number

Animal ID P083

Registration 985916

Prefix/Tattoo/In ABC P083

Breed/Color Red Angus 1

EID

Bangs Tag

**Poll**

NA

Polled

Horned

Scoured

**Blood**

NA

Purebred

Fullblood

Percentage

[ ] pct

**Class**

Bull

Bred Cow

Open Cow

Pair

Semen

Feeder Steer

Feeder Heifer

Other Male

Other Female

Embryo

Wednesday, August 08, 2007 10:46 AM

- Fetch animals directly from **Cow Sense**<sup>®</sup>.
- Import animals from other electronic files.
- Individually enter or edit animals.
- Sell individually or in groups.



# Buyer Registration

The screenshot displays the TESTING SALE MANAGER software interface. The title bar reads "TESTING SALE MANAGER -- C:\COWSENSE\HERDS\GCF.HRD - [Buyer Card]". The menu bar includes "File", "Activity", "Sale Day!", "Window", and "Help". Below the menu bar are buttons for "Select", "Clear", "Find...", and a status indicator "All 568 Records, Not Sorted". Further down are buttons for "Save", "New", "Delete", "Undo", and a "New Record" button. The main window is divided into tabs: "Contact", "Notes", "Groups", and "History". The "Contact" tab is active, showing a form for a buyer card. The form includes fields for "Buyer Number" (301), "Title", "First Name" (Bev), "Initial", "Last Name" (Pearson), "Company" (Midwest MicroSystems), "Address 1" (3100 D Street), "Address 2", "City" (Lincoln), "State" (NE), "Zip" (68510), "Country", "Full Name" (Pearson, Bev), "Phone 1" ([402] 323-6969), "Phone 2" ([800] 584-0040), "Fax" ([402] 323-6968), "Email" (admin@midwestmicro.com), "Association", "Last Bought", and "Credits". There are also checkboxes for "Marked", "Junior", "Pen Out", and "Open Invoice". The status bar at the bottom shows "Friday, June 16, 2006" and "09:39 AM".

- We can import a list of past buyers prior to sale.
- Confirm address, assign buyer number and add new buyers on sale day.
- Quickly find existing buyers to maintain customer history.
- Easily add new buyers to build your mailing list.



# Sale Block

The screenshot displays the 'Buyer Recognition' window in the Cow Sense Sale Manager v3.30 application. The window is divided into several sections:

- Buyer Recognition Summary:** A table showing the current sale details:

Lot	Sold For	To Buyer
152	\$5,000	Bev Pearson GCF Shorthorns Hickman, NE
- Summary Statistics:** A box showing overall sale performance:

Total	Males	Females
Lots 15	Total Sale \$25,100	
Lots Sold 12.00	Average \$2,092	
Left to Sell 1	High \$3,000	
	From Chase (Lot 36)	
- Lot 152 Details:** A detailed view of the current lot, including:
  - Selling:** ABC CRK LANCE P083
  - Sex:** Male
  - Color:** 1
  - Blood:**
  - Poll:** Polled
  - Buyer:** Bev Pearson
  - Company:** GCF Shorthorns
  - City:** Hickman
  - State:** NE
  - Select Lot >>:** 152
  - Interest Sold:** 1
  - Sale Price:** \$5,000
  - Buyer No.:** 351
  - Options:**  No Sale,  Transfer,  Substitute,  Scratch
- Navigation and Status:** Includes buttons for 'Register Buyer', 'Save', 'Undo', 'Refresh', and navigation arrows. The status bar at the bottom shows 'Wednesday, August 08, 2007' and '10:54 AM'.

- Block entry is designed for speed and accuracy.
- Auctioneer can track sale averages “on the fly.”
- Buyers may get immediate recognition from the sale block when they purchase!
- Buyer information is instantly available for settlement.





# Buyer Check-Out

The screenshot shows the 'Buyer Check-Out' window in the Cow Sense Sale Manager v3.18 application. The window title is 'C:\COWSENSE\SALEMGR\SALE.MMS - [Buyer Chec...'. The interface includes a menu bar (File, Activity, Sale Day!, Window, Help) and a toolbar with buttons for 'View Buyer', 'Print Invoice', 'Transfer To...', 'Apply Credits', and 'Refresh'. The main area contains several input fields and sections:

- Buyer No.:** 204
- Buyer Name:** Pearson, Bev
- Address:** 945 S 96th
- City, State, Zip:** Hickman, NE 68372
- Credits:** (empty)
- Purchase Total:** \$5,500.00
- Discount:** (empty)
- Add-On:** (empty)
- Payment:** \$5,500.00
- Amount Due:** \$0.00
- Check No.:** 1234
- Count:** 1
- Avg:** \$5,500.00
- Invoice Remarks:** (empty text area)
- Buyer Remarks:** (empty text area)
- Directions:** Please call before delivery
- Options:**  Preview,  Deliver,  Insurance

At the bottom, there is a table with the following data:

Lot	Sale	Class	Price	Seller	Remarks	Pen?	No Sale?	Transfer?
211	Bull Sale	Bull	\$5,500.00	Circle D Ranch		No	No	No

The status bar at the bottom indicates the date and time: Wednesday, July 19, 2006, 08:57 AM.

- Buyer check-out speeds settlement and improves accuracy.
- Figure discounts, store delivery instructions, record transfer information, and print multiple copies of receipts.
- Delivery report is generated from invoices.
- Modify or undo invoices as needed.



# Sale Manager Service Features

- **Sale Clerking Capabilities**  
Built in features include buyer registration, instant recognition of buyer and buyer check-out, including invoicing, reconciliation and balancing of receipts. Provides fast and efficient buyer check-in and check-out. *Expedite your Production Sale!*
- **User Friendly Design:**  
Easy to manage data entry as well as user-friendly analysis of sale information.
- **Instant Sale Statistics:**  
Sale statistics, such as running totals and category averages are automatically computed and available for immediate analysis.
- **Sale Listings:**  
Listings of sale cattle are available at the click of a button. Query and sorting functions are available for sale listings. Print individual animal sale sheets.
- **Reporting Capabilities:**  
Powerful analysis that allows for extensive evaluation of sale animals and customer base.
- **Historical Sale Analysis**  
Information collected on sire and dam can be easily analyzed and evaluated to make valuable management decisions for the producers' operation based on customer demand.
- **Customer Addresses**  
Listings of customers' mailing and delivery addresses and directions. Producer defined sorting makes managing these listings very efficient and user friendly.
- **Historical Tracking of Purchases**  
Buyer's information provides historical purchases, including prices paid and pedigree information.
- **Delivery Scheduling**  
Delivery Report insures prompt and accurate delivery of customer purchases.







## What You Get

- Sale Manager Service technician to set up and operate the computer network, and oversee your sale.
- Sale Manager Multi-User Edition for sale day clerking.
- 3 computers for buyer check in and settlement.
- 1 computer used at the auction block to record the sale.
- 1 computer used as a file server.
- 2 laser printers.
- All systems operate together on a network.
- Pre-sale training for your staff (you provide operators for the computers).
- Color-coded invoice paper.
- Buyer cards.





A Member of the Cow Sense® Software Family of Products

**What is the cost of Sale Manager Service?**  
Please call for current pricing.

**Additional charges:**

- Lodging (determined by local room rates).
- Travel (current per mile, round trip).

Contact us today to book your sale dates!

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