



BUSINESS SYSTEM

Marketing & Word Processing

User's Manual

OUR GOAL IS AUTOMATION EXCELLENCE

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PROMPT Business System
MARKETING AND WORD PROCESSING User's Manual

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INTRODUCTION

We are pleased that you have selected this PROMPT application.

This manual contains the information you need to install and use the Marketing and Word Processing application. All information is presented in association with the screens that appear on your computer terminal for ease of reference and understanding. We believe you will find the Marketing and Word Processing system easy to understand and use.

The Marketing and Word Processing System is designed to support a sales and marketing operation where you are interested in:

- a) Lead generation that results in sales from prospects that are not presently your customers
- b) Increasing sales to existing customers
- c) Control functions, such as AR past due notifications

To accomplish the sales from prospects, you must first identify prospects to be entered into the marketing database. The system provides several codes for classification of prospects such as source code (you set up the codes to define where you discovered each prospect), status code (hot, cold, lukewarm, or any status you define can be used), territory number (geographical territories defined by you), industry code (which are also user defined), and salesperson number (what salesperson is responsible for this prospect). Also, each prospect record carries a state abbreviation, an account group code (for example store number), and, of course, a zip code.

You can see that there is an elaborate system for your use in classification of prospects in order to do target marketing with controlled follow-up by territory and salesperson.

To accomplish more sales from existing customers the system works best if you are using the PROMPT Accounts Receivable system and the PROMPT Order Processing system. However, you can use this Marketing and Word Processing system to increase existing customer sales even if you do not use the PROMPT Order Processing system. The customer information database can be established and updated with customer sales information using the invoice batch input to the PROMPT Accounts Receivable system. For more information on these possibilities, review the PROMPT Accounts Receivable User Manual.

The PROMPT Marketing and Word Processing system includes these functions, plus more.

- Creation and maintenance of a database of prospect and customer information for increasing sales
- Lead generation system using direct mail and telemarketing techniques
- Several ways to classify your data to provide analysis of sales effectiveness
- Flexible software tools to manage a large database of opportunity in the manner you find most effective to your business
- Reports that can be tailored to your needs
- Mailing labels for the many uses you define
- Generate emails to prospects and customers
- Generate collection notices from AR Interim aging menu
- In summary, a software system that pays for itself many times over

PROMPT Word Processing and PROMPT Report Writer**The keys to the treasury!**

These two tools are your keys for success in working the prospect and customer database. Here is how it works.

PROMPT Word Processing

You use word processing to create letters to target mail to a specific portion of your database. For example, assume you desire to seek new accounts in a particular industry sector and want to attack the marketing a region at a time.

For example, assume you decide to market to manufacturer's in Kentucky and want to code each prospect based on the number of employees. Before you can accomplish such a mailing, you first would obtain a list of manufacturers in Kentucky. You could get such a list from the Kentucky Department of Commerce, or purchase a mail list from a list broker.

The list would have to be coded for entry into the system with MFG or some such code for the industry code, and you could use the status code for the number of employees with a 0 being less than 1000, 1 is 1000-1999, 2 is 2000-2999, etc.

You would assign a salesperson number to each account, plus a territory number and the source of the data. For example, the source code could be KC for Kentucky Commerce Department, or AL for the AL's Listing Company if you purchased the mail list from AL, etc.

With your database coded and entered, you next enter the direct mail letters you wish to send to these prospects using the word processing menu option. To print the desired letters to be mailed to these manufacturers, you could use the conditions of Industry, State and Status.

PROMPT Report Writer

You use the report writer to print a list by territory and salesperson of all accounts mailed so the salesperson(s) can call each prospect to follow-up on the mailing, if desired.

The possibilities go on and on. For example, you can set up a date in the file for a follow-up letter to be mailed to the same accounts and continue the process in any manner you desire.

You define your own marketing letters. You select who to mail, when to mail, who to follow-up by phone, etc, etc.

Telemarketing at the desktop workstation

You can do telemarketing at the desktop workstation if desired. The account telephone number, name and contact name are on the inquiry screen of the add, change and delete menu option. You can have salespersons going through accounts and calling each account. They can set the follow-up date as they talk and if the A/R system is in use, discuss with the prospect or customer the volume of business or other relevant statistics displayed on the workstation. The salesperson can use the notes screen to keep a record of the discussions with the prospect or customer for referral in future phone calls.

If a telemarketing person is answering the phone, instead of initiating calls, the caller simply tells their business name and the telemarketing person immediately locates their file using the generic search capability.

Getting Started

Using menu option 3, enter the salespersons, source codes, status codes, territories, and industries desired. The state abbreviation table is provided, but can be changed if desired.

After these control files are entered, you then enter your prospect or customer data and you are ready to increase your sales!

The next section of this manual explains each menu option screen by screen so you will understand how to use the Marketing and Word Processing system.

Master Menu Option 1 - PROMPT Word Processing

When you select this menu option the following information is displayed, And then printed, explaining how to load the Word Processing Program.

PROMPT Word Processing is a command driven program.

To load the Word Processor (that runs only on the PROMPT/Linux Server), do this from the keyboard of the PROMPT/ Linux server:

1. Press Alt F3
2. If you get a logon prompt enter in lower case `edx` and press enter, then for password, enter in lower case `prompt`. A screen with the enlarged letters EDX will appear. Go to 4 below.
3. However, if you get a \$ prompt, then type in lower case `exit` and press enter. Go to 2 above.
4. Press F8 to get `>` and then type `$L #PDBW_P,WPLIB` and press enter.
5. Enter these three values (tab to each field), then press enter.
WP Volume: (WPLIB) User Code: (***) Password: (MASTR)
6. The User's Manual that explains PWP is at www.prompt-usa.com under Support, then User Manuals.
7. The command to exit the Word Processor is `quit`.
8. After you exit PWP press F8 to get `>` then type `$exit`. Then press Alt F2.

PROMPT Word Processing is explained in full in a separate manual entitled "PROMPT Word Processing User's Manual" but we have included some frequently used tasks here for easy reference.

The first example is modifying a letter already setup for the purpose of sending past due notices from the AR Interim Aging menu - Option 6 of the AR Main Menu.

When you select option 1 - PROMPT Word Processing the cursor will be positioned under "PROMPT WORD PROCESSING - READY" (READY = Function)

This is the command entry line.

Enter this command: **load file=pastdues** (Case can be upper or lower)
We are going to focus our training on the document "pastdues" however another starter document you can look at later is "mass" as it prints directly from the customer file.

The document named "pastdues" will be read and displayed on the screen and the command **edit** will replace the **load** command you entered.

The important function keys are now explained:

F0 = The enter key, accepts changes on the screen and changes function

F4 = Accepts changes on screen, if command is "edit" and "function" is EDITING, and scrolls reverse

F5 = Accepts changes on screen, if command is "edit" and "function" is EDITING, and scrolls forward

Important syntax used in the document is now explained:

@-- START OF DOCUMENT means what is says, do not change or remove this line

@pg(1) Means force a page eject to the top of the next page when printing

@vf(ARIAGFLE) Means use this variable file followed by the name of the PROMPT data file

@cf(50,GT,0) Means condition on field number 50 and only generate a document if "GT" (Greater than) "0" the numeric value of zero

@ep(16,AR,1,29,Mid-American ,PAST DUE BAL ,15) Means electronic print, get the email or fax address from field 16, type is "AR", account number is field 1, receipt short name if field 29, sender is "Mid-American ", subject is "PAST DUE BAL " and contact name is field 15, all of course from the variable file ARIAGFLE.

@mg(3,70,6,6,66) Means set margins, left margin = 3, line length = 70, top margin = 6, bottom margin = 6, page size = 66

{V15} Means variable field number, for example, get the data for this print element from field 15

\ This is an end of line character and if alone on a line it means skip a line, or space down one line when printing.

@-- END OF DOCUMENT means what it says. You must not enter or edit this line, nor can you enter or edit below this line. (See Word Processing Manual for instructions about adding lines to a document)

Because of the importance in field numbers we now explain how to print the "FFD" (File, Field Description) of ARIAGFLE.

Go to PROMPT Business System Menu option **PD** and select option **FF**. Next enter **P** to print and enter screen information as shown below:

The input FFD file is: (**BSAR.ARIAGFLE.FFD**)

The input directory path is:
(**BSAR.DIRECTORY**)

Press **enter** and the file, field definition will print.
Press **F7** to exit

The file bsar.ariagfle.ffd is a print work file created by the interim aging program for the purpose of generation word processing documents from a print work file. The data found in this file comes from both the customer master file and the customer summary file. Each time the interim aging program is run this file is regenerated.

Now, we explain in detail how to edit the document "pastdues".

Editing the document

Remember, it is not necessary to press enter each time you make a change, however if you do press enter and then want to make other changes BE SURE the function is "EDITING" as opposed to "READY".

Edit the @ep line replacing "Mid-American " with your abbreviated company name. The name must be exactly 14 characters long, is used for technical purposes and not seen by the recipient.

Replace the text "our company" at the end of paragraph 1 with the full name of your company. This is seen by the recipient and is not limited in length.

Change the phone number in paragraph 2

Change the name and title at the end of the document.

Obviously other text can be changed as desired as long as you keep the current length of the document.

Saving the document

To save press enter to change the function to "READY" and position the cursor on the command line.

To save to the same name simply enter the command **save** and press **enter**

To save to a different name such as "mypastdues" enter the following command: **save file=mypastdues** and press **enter**

To exit the Word Processing program and return to the menu type the command **quit** and press **enter**

Change the AR interim aging to print electronically
The AR interim age menu option 4 - Print Past Due Letters is set up to print the letters on the system printer. To print these documents electronically you have to change the menu setup as follows:

Go to PROMPT Business System Menu option **PD** and select option **JLM**. Next enter **C** to change and enter screen information as shown below:

The input definition file is: (**BSAR.MENUFAR7.MENU**)

The input directory path is:
(**BSAR.DIRECTORY**)

The output definition file is: (*****)

The output directory path is:
(*****)

Press **enter** and then **M** for Menu definition.

Next use the down arrow to get to the option id 4 and press **F4** then press **enter**.

You should see in 8-Character Alpha 3 (\$SYSPRTR)
Change this to read (**ELECTPRT**) that means print electronically

Press **enter**, then **F7**, then enter **S** to save and press **enter** then **X** or **F7** to exit.

You have permanently changed Option 4 - Print Past Due Letters from printing on the system printer to print electronically.

How to test your document prior to sending to your customers

It is possible to embarrass yourself and send mistakes to your customer base with this VERY POWERFUL tool.

First, go to AR then 1, and 1 again and finally program option 1 = Inquiry/Maintenance. Locate a customer that is past due and after writing down the fax or email address from the field "DOC", and the customer number, temporarily enter your personal (home) email address in "Doc" as www.myemail@yahoo.com replacing "myemail@yahoo.com" with your actual home email address. The idea is to send you a test email.

Next, go to AR then 6 - Display Interim Age Menu then 1 - Interim Age Calculation and run this menu option. This regenerates the print work file ARIAGFLE used by the Word Processing Program.

Then, go to MK option 1 PROMPT Word Processing and enter the command to load the file **pastdues**.

Make a note of the line @cf(50,GT,0) because you are going to change it temporarily to read @cf(**1,EQ,12345678**) however substitute 12345678 for the actual customer number obtained above. This command now says to condition the print on field 1 (account number) and only print accounts equal to the number entered. Obviously you will only print one account that will be emailed to your home email address.

YOU MUST save the file using the command **save** as the Word Processor ONLY prints from a saved file.

Then exit the Word Processor and go to AR 6, and run option 4 - Print Past Due Letters. An email should be send to you at home.

Obviously both the customer file temporary change in "Doc" and the Word Processing document "pastdues" conditions must be changed back to the original setup after the test is complete.

Master Menu Option 2 - Add, Change, Delete Prospect

The selection of option 2 on the marketing menu takes you to the program used in the PROMPT Accounts Receivable System to Add, Change, or Delete Customers.

The purpose of this option is to build and maintain a database of prospects for use in mailing letters to generate leads or preparation of reports for telemarketing by salespersons. When you refer to the accounts receivable documentation as explained below please note that on the customer add and maintain screen, window 1 is for prospects, whereas, window 2 includes accounts receivable information. In other words, we have designed the AR system to allow you to work on only prospects or you can work on either prospects or customers, as you desire.

When entering a prospect, you must enter a 'P' for the TYPE code. You will observe when using type code 'P' that the prompt will not go into the window on the right side of the screen for entry of data relating to customer account information. This can be entered at a later time if the prospect becomes a customer.

Now go to the PROMPT Accounts Receivable User Manual for detailed information on how to use this option to add, maintain and inquire on customers or prospects.

The function keys are now explained:**F0=ADD RECORD (send/enter key)**

Press this key when a screen of information has been typed to be added to the file. If all data is valid, the files will be updated. Otherwise, the appropriate error message will appear.

F1=CLEAR ENTRIES

Press this key when you desire to clear the screen which will erase the data displayed in each field.

F2=SCROLL REVERSE

Press this key to go to the previous record in the file. This data is available for viewing or change.

F3=SCROLL FORWARD

Press this key to go to the next record in the file. This data is available for viewing or change.

F4=CHANGE RECORD

Press this key when the data for a record has been changed on the screen and you are ready to update the record in the file.

F5=DELETE RECORD

Press this key to delete a record from the file. You will be given the option to continue with the deletion (press F0) or to cancel the deletion request (press F7).

F6=FIND RECORD

Press this key when you have entered a key field of information to retrieve a record in the file. This will cause the screen to be completed with information from the record for viewing or change.

F7=EXIT SCREEN

Press this key to exit the file maintain screen and return to the miscellaneous maintenance sub menu.

Sub Menu Option 1 - Salesperson File Maintenance

```

+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
+ 11/01/04          PROMPT Accounts Receivable          #BARSLS0  +
|                                     Salesperson File Maintenance                                     |
| Company No....:( 1 )                                                         |
| Salesperson No.( 1 ) Name( John Doe          ) Emp?( N )                   |
| Territory No. :(   ) Comm. Rate(          )% Method A,M(   ) Pay No.(          ) |
|                                                                                                                         |
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
| Today's Sales Activity -----+-----+-----+-----+-----+-----+-----+
| Sales:(          ) Cost:(          ) Margin:(          ) Grs Pgn %:(          ) |
| Units:(          ) #INV:(          ) # Lines:(          ) Cr Memo: (          ) |
| Overrides:(          ) Commission Amt: (          ) |
|                                                                                                                         |
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
| Today's Collections -----+-----+-----+-----+-----+-----+-----+
| Cash.:(          ) Checks(          ) Our Card(          ) AMEX (          ) |
| Diner:(          ) Master(          ) Visa....:(          ) Gift (          ) |
| Charge:(          ) |
|-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
| Other Sales Data-----+-----+-----+-----+-----+-----+-----+
| WTD Cost:(          ) MTD Cost:(          ) YTD Cost:(          ) |
| WTD Comm:(          ) MTD Cost:(          ) YTD Cost:(          ) |
|                                                                                                                         |
| This Year: Units      Dollars      #INV      Last Year: Units      Dollars      |
| WTD (          ) (          ) (          ) MTD (          ) (          ) |
+ MTD (          ) (          ) (          ) MTD (          ) (          ) +
| YTD (          ) (          ) (          ) YTD (          ) (          ) |
|                                                                                                                         |
| F0=Add Record      F1=Clear Entries  F2=Scroll Reverse  F3=Scroll Forward  |
| F4=Change Record  F5=Delete Record  F6=Find Record    F7=Exit Screen    |
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+

```

Selection of this menu option will cause the above screen to appear. The salesperson file is used to identify all salespersons for which prospect or customer accounts will be entered. You cannot enter a prospect or customer for a specific salesperson unless the salesperson is first entered using this screen. Each field of information to be entered is now explained.

***COMPANY NUMBER** - The company number 1 will default to the screen.

***SALESPERSON NUMBER** - Enter up to a four digit unique numeric salesperson number which is user determined. This number is used in accounts receivable to identify the salesperson associated with each order.

***NAME** - Enter the name of the salesperson.

***EMP?** - Enter a 'Y' if the salesperson is an employee and you will be entering the payroll ID number in the field "PAY NO.". Enter an 'N' if the salesperson is an independent contractor or agent and you will be entering the accounts payable vendor number in the field "PAY NO.". Otherwise, no entry is necessary.

***TERRITORY NUMBER** - Enter the number of the territory associated with this salesperson.

***COMMISSION RATE** - Enter the commission rate for this salesperson. For example, a five percent commission is entered as 5.00.

***METHOD:A,M** - If commissions are to be paid, enter the commission method as 'A'=Commissions Computed on the Amount of Sale, or 'M'=Commissions Computed on the Gross Margin of the Sale. If no commissions are involved, no entry is required.

***PAY NO.** - If a 'Y' is entered in the field "EMP?", this is the payroll ID number. If an 'N' is entered in the field "EMP?", this is the A/P vendor number. Otherwise, no entry is required.

--The section of the screen for Today's Sales Activity is for display only and does not allow the entry or changing of data.

--The section of the screen for Today's Collections is for display only and does not allow the entry or changing of data.

--The section of the screen for Other Sales Data is only for display and does not allow the entry or changing of data, except in the WTD, MTD, YTD commission fields and last year's MTD and YTD units and sales.

Sub Menu Option 2 - Advertising Source Code File Maintenance

```

+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
| 11/01/04          PROMPT Accounts Receivable          #BARSRC0      |
|                   Advertising Source Code File Maintenance                   |
|                                                           |
|                                                           |
|                                                           |
|                   Source Code.....: ( DM )                |
|                                                           |
+                   Source Code Name....: ( Direct Mail      )                +
|                                                           |
|                                                           |
|                                                           |
|                                                           |
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
| F0=Add Record   F1=Clear Entries   F2=Scroll Reverse   F3=Scroll Forward |
| F4=Change Record F5=Delete Record   F6=Find Record     F7=Exit Screen   |
+-----+-----+-----+-----+-----+-----+-----+-----+-----+
    
```

When this option is selected the above screen will appear.

Source Code is a field in the customer master file used to categorize accounts by advertising source to identify successful advertising campaigns to get new accounts.

The two fields to enter are explained below.

***SOURCE CODE** - A two character user defined field to be used to validate source codes entered with new accounts.

***SOURCE CODE NAME** - A twenty character field to describe the source code.

Sub Menu Option 3 - Status Code File Maintenance

```

+-----+-----+-----+-----+-----+-----+-----+-----+-----+
| 11/01/04          PROMPT Accounts Receivable          #BARSTC0          |
|                   Status Code File Maintenance                   |
|                                                               |
|                   Status Code.....: ( A )                   |
|                   Status Code Name....: ( Active           )   |
|                                                               |
|                                                               |
| F0=Add Record    F1=Clear Entries    F3=Scroll Reverse    F4=Scroll Forward |
| F4=Change Record F5=Delete Record    F6=Find Record      F7=Exit Screen  |
+-----+-----+-----+-----+-----+-----+-----+-----+-----+

```

When this option is selected the above screen will appear.

The status code is a field in the customer master file which will be validated against this file. Status code is user defined and can mean anything you desire.

The two fields to enter are explained below.

***STATUS CODE** - A one character user defined field to be used to code accounts in any manner desired by the user. Typically, this is used to classify accounts for grouping in printed reports.

***STATUS NAME** - A twenty character field used to explain the code used.

Sub Menu Option 4 - Territory Codes File Maintenance

```

+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
| 11/01/04          PROMPT Accounts Receivable          #BARTERO          |
|                   Territory Codes File Maintenance                   |
|                                                               |
| Territory Code.....: ( 01 )                                       |
| Territory Name.....: ( Western Region      )                       |
|                                                               |
|                                                               |
| F0=Add Record      F1=Clear Entries    F3=Scroll Reverse   F4=Scroll Forward |
| F4=Change Record  F5=Delete Record    F6=Find Record     F7=Exit Screen   |
+-----+-----+-----+-----+-----+-----+-----+-----+-----+

```

When this option is selected, the above screen will appear.

Territory Code is for use in classification of customers into sales territories. The territory number is also used to classify salespersons into specified sales territories. The customer master file permits an entry for territory as does the salesperson file. The codes entered here will be used to validate territories.

The two fields to be entered are now explained.

***TERRITORY CODE** - A two digit numeric code that is user defined.

***TERRITORY NAME** - A twenty character description that explains the code entered.

Sub Menu Option 5 - Industry Code File Maintenance

```

+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
| 11/01/04          PROMPT Accounts Receivable          #BARINDO      |
|                   Industry Code File Maintenance      |
|                                                         |
| Industry Code.....:( MF )                             |
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
| Industry Name.....:( Manufacturing Industry )         |
|                                                         |
|                                                         |
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
| F0=Add Record    F1=Clear Screen  F2=Scroll Reverse   F3=Scroll Forward |
| F4=Change Record F5=Delete Record F6=Find Record     F7=Exit Screen   |
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+

```

When this option is selected the above screen will appear.

Industry Code is for use in classification of customers into industry groupings such as SIC or Standard Industry Classifications. The customer master file includes a field for industry code that will be validated against this file.

The two fields to be entered are as follows.

***INDUSTRY CODE** - A four character field that is user defined.

***INDUSTRY NAME** - A twenty character field that explains the code.

Sub Menu Option 6 - State Abbreviation File Maintenance

```

+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
+ 11/01/04          PROMPT Accounts Receivable          #BARSTA0  +
|                   State Abbreviation File Maintenance    54 States on file |
|
| Locate...:                Required only with Average Daily Balance |
| (F1) ( )                Interest Rate    Include New    Include Unpd|
| Command | Abbr | Name          Rate    Class    Purchases?    Fin. Charge?|
+-----+-----+-----+-----+-----+-----+-----+
| ( ) | (CA) | (California ) (18.00) ( A )    ( Y )          ( Y ) |
| ( ) | (KY) | (Kentucky   ) (18.00) ( A )    ( Y )          ( ) |
| ( ) | ( ) | (           ) ( ) ( ) ( )    ( )          ( ) |
| ( ) | ( ) | (           ) ( ) ( ) ( )    ( )          ( ) |
+ ( ) | ( ) | (           ) ( ) ( ) ( )    ( )          ( ) |
| ( ) | ( ) | (           ) ( ) ( ) ( )    ( )          ( ) |
| ( ) | ( ) | (           ) ( ) ( ) ( )    ( )          ( ) |
| ( ) | ( ) | (           ) ( ) ( ) ( )    ( )          ( ) |
| ( ) | ( ) | (           ) ( ) ( ) ( )    ( )          ( ) |
|
| F0=Accept Input  F1=Order by ???????? F2=Scroll Reverse  F3=Scroll Forward |
| F4=              F5=Data Entry        F6=Go to Top      F7=Exit Screen  |
+-----+-----+-----+-----+-----+-----+-----+

```

When this option is selected the above screen will appear.

State Code is entered as a part of the customer address. This file is used to validate the state codes as they are entered or maintained. The file comes already set up with the 50 states and territories, but can be changed as desired by the user. A second function has been assigned to this file if you elect to use the average daily balance method of computing finance charges.

Each screen and the data to be entered or maintained using this program is now explained.

Screen #BARSTA0 is for the purpose of browsing or maintaining data, whereas, screen #BARSTA1 is for the purpose of entering data.

Screen #BARSTA0 is now explained.

***LOCATE Feature (F1)** () - The screen provides two separate ways to sequence the data to assist you in finding records in the file.

When the screen first appears, the default is ABBR. This means that the file is sequenced by the state abbreviation field.

You have the option of pressing the F1 key to change the sequence to rate class.

***COMMAND COLUMN** - The three eligible commands which are entered to the left of a state entry that you desire to impact are:

'C' for Change
'D' for Delete
'L' for Locate

- If a 'C' is entered and you press send, the line will open to allow maintenance to eligible fields. If you desire to change a field which is not opened, you must delete the line and enter the desire data.

- If a 'D' is entered and you press send, the line will be deleted and the record is removed from the ARSTAFLE file.

- If an 'L' is entered and you press send, the record will go to the top of the screen followed by subsequent records.

- You may enter multiple commands on different lines in the command column.

The function keys are now explained.**F0=ACCEPT INPUT (SEND KEY)**

Press this key when data is entered in the command column or maintenance entered on the screen, or to locate a record with the data entered in the locate field.

F1=ORDER BY ????????

Press this key to change the sequence of the data presented on the screen. The possible sequences are by ABBR or CLASS.

F2=SCROLL REVERSE

Press this key to present another screen of data reading the file in reverse order.

F3=SCROLL FORWARD

Press this key to present another screen of data reading the file in ascending order.

F5=DATA ENTRY

Press this key to go to screen #BARSTA1 and perform data entry.

F6=LOCATE RECORDS

Press this key to position the record to the top of the screen based on the data 'Locate' field.

F7=EXIT SCREEN

Press this key to end the program.

***RATE CLASS** - This is a user defined field which you can use to group states with similar requirements. For example, if the states of California, Kansas and New York had similar rules, you could assign them the same class simply for the purpose of getting them together on the screen for maintenance.

***INCLUDE NEW PURCHASES IN AVERAGE DAILY BALANCE** - Enter a 'Y' if new purchases are to be included in the average daily balance for finance charges, otherwise, leave blank. Where a 'Y' is entered, the aging program uses the invoice date (plus free days) to determine the date the invoice becomes subject to service charge rather than using the due date.

***INCLUDE FINANCE CHARGES IN AVERAGE DAILY BALANCE** - Enter a 'Y' if the finance charge is included in the average daily balance, otherwise, leave blank.

Master Menu Option 4 - Marketing Maintenance Reports

```

+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
+ 11/01/04          PROMPT Marketing and Word Processing          #PJLCP::  +
|                   Miscellaneous Maintenance Reports             #MK4MENU  |
|                                                           |
|                                                           |
|          1 -- Salespersons                                4 -- Territories          |
+                                                           +
|          2 -- Source Codes                               5 -- Industries          |
|                                                           |
|          3 -- Status Codes                              6 -- State Abbreviations      |
|                                                           |
+                                                           |
|                                                           |
|                   Enter Option                                |
|                                                           |
| F0=Accept Input                                          F7=Exit Menu  |
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
    
```

Upon selection of option 4 on the master menu, the follow sub-menu will appear.

The six maintenance programs found on master menu option 3 are supported on this reports menu by each option printing the files that are entered on menu option 3.

In other words, option 1 on this menu will print the file of salespersons entered on option 1 of Master Menu option 3, etc.

Customer/Prospect Query Facility - Option 5 - Screen #BMKQRY0

```

+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
+ 11/01/04      PROMPT MARKETING - CUSTOMER/PROSPECT FILE QUERY      #BMKQRY  +
| Company#: ( 1 )      SET, COUNT, CLEAR, REPORT OR PURGE          #BMKQRY0  |
|                                                              14606 Records on File |
|              SELECTION CRETERIA                                PROCESSING INSTRUCTIONS |
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
| Selection Fields:      Condition Search      Combination|Alter Old   If "YES",  |
+  FLD# Description      =, #, >,      Data      A=AND, O=OR| Data?   Enter New Data+
| (41) SOURCE.....: ( ) ( ) ( ) ( ) | ( ) ( ) |
| (37) INDUSTRY.....: ( = ) ( RTL ) ( A ) | ( ) ( ) |
| (29) TERRITORY.....: ( ) ( ) ( ) | ( ) ( ) |
| (16) SALESPERSON....: ( = ) ( 10 ) ( A ) | ( ) ( ) |
+ (14) STATUS.....: ( = ) ( P ) ( A ) | ( ) ( ) |
| ( 6) STATE.....: ( ) ( ) ( ) | ( ) ( ) |
| ( 7) ZIP CODE.....: ( ) ( ) ( ) | ( ) ( ) |
| (42) LAST CONTACT DT: ( ) ( ) ( ) | ( Y ) (05/10/04) |
| (43) NEXT CONTACT DT: ( ) ( ) ( ) | ( Y ) (06/10/04) |
| ( ) USER FIELD....: ( ) ( ) ( ) | ( ) ( ) |
+ ( ) USER FIELD....: ( ) ( ) ( ) | ( ) ( ) +
|--Create Report File?: ( ) -Sequence Fields:( ) ( ) ( ) ( ) ( ) --|
|NOTE: RECORDS MEETING ALL "AND" CONDITION OR ANY "OR" CONDITIONS WILL BE |
|      COUNTED, PURGED, OR HAVE FIELDS CHANGED TO NEW DATA AS SPECIFIED: |
|
|F0=Set/Count/Clear   F1=Clear Screen   F2=           F3=           |
|F4=See Search Codes  F5=Purge Customers F6=Print Screen F7=Exit Screen |
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+

```

Upon selection of option 5 on the marketing menu the above screen will appear.

This program is used to set, count, clear, report or purge data which are functions relating to the prospect and customer file. Each function is now explained:

- Set** - Means to set a certain value into a selected group of records in the file.
- Count** - Means to count the number of records in the file that meets certain conditions.
- Clear** - Means to clear information from a specific field or fields in the file (essentially the opposite of set).
- Report** - Means to create a report file for use in printing labels or a report of customers or prospects meeting the specified conditions. You can create a report file at the same time you set, count or clear. However, you cannot create a report file at the same time you purge.

Purge - Means to delete customer and/or prospect records from the file.

Each of these functions is now explained in greater detail using examples.

SET

Let us assume you plan to mail letters to all prospects in the file who are in the retail industry for a specific salesperson. Further, we will assume that you want to mail these letters on May 10, 1995 and you want a follow-up mailing to be done on June 10, 1995.

The example on the screen #BMKQRY0 is provided to illustrate how to accomplish this objective.

Notice the industry is equal to 'RTL' which is assumed to be the code for retail, the salesperson number is assumed to be '10' and the status code of 'P' is assumed to be prospect. The combination conditions are 'A' for AND.

Therefore, we have defined where the industry is 'RTL' and the salesperson number is '10' and the status is 'P' we want to SET two fields:

The last contact date to 11/10/04 and
the next contact date to 12/10/04

Notice that in the column 'Existing Data to be Changed?' we have entered a 'Y' for these two fields along with the appropriate dates.

To summarize, if you desire to set a value in one or more fields, you must define the condition (equal/not equal/greater than/less than), then enter the search data and next the comparison logic of AND, or OR.

Next, you enter the processing instructions of a 'Y' for the field or fields of data to be changed and enter the value of the resulting data.

COUNT

Counting is easy, because it is the same as set or clear except you never have a 'Y' in the 'Existing Data to be Changed?' column and also you never enter anything in the New Data column so the records are counted instead of being set or cleared.

CLEAR

Now that you know how to set, you also know how to clear because everything is exactly the same except there is no new data in the right most column (New Data) with a 'Y' in the column 'Existing Data to be Changed?'. In effect, what you are doing is clearing the field or fields instead of setting a value into the field or fields.

REPORT

All you have to do to create a report file is enter a 'Y' after "Create Report File? ()". The report file is used in menu option 6, 7, or 8 to print a report or labels. The report file created remains in place until this menu option is run again with the Create Report File question answered with a 'Y'. The five sequence fields are to determine the print sequence of the report. Refer to the file field description at the end of this manual for all possibilities. You can create a report file at the same time you set, count or clear. However, you cannot create a report file at the same time you purge.

PURGE

Purge means to delete records from the file. If you want to clear data in a field in the file, you would use CLEAR, which was explained above. Purge is to be used very carefully and only after backing up your accounts receivable system. Purge will not delete an active customer (one with an account balance, invoice or payment records on file) even though the specified conditions on the screen are met.

Mid-American has a way to prevent this purge feature from being used should you desire. Contact us for instructions to eliminate this feature from this program.

CAUTION!

The functions of set or clear are very powerful and must be used carefully because they modify data in the file. In the example given for set, all records meeting the conditions of industry 'RTL', salesperson 10 and status 'P' will have the last follow-up date set to 11/10/04 and the next follow-up date set to 12/10/04 even if a date already exists in the field. Therefore, you must always backup your files prior to manipulation of data using the set or clear functions because if you enter a wrong condition and accidentally overwrite a field, you would have to restore to your backup to recover the original data.

Purge is to be used very carefully and only after backup of your data because records meeting the purge conditions will be deleted except where a customer account has a balance or account activity.

Each field of data to be entered on the screen is now explained by column heading.

***Condition =Equal, #Not Equal, Less Than, >Greater Than** - You enter either =, #, , > to tell if the condition you define for the search data is equal to, not equal to, less than or greater than the search data. In the illustration given above, we entered an = to tell that we wanted to select records equal to an industry code of 'RTL', another = to select records equal to a salesperson of '10' and a third = to indicate a status code equal to a 'P'.

***Search Data** - You enter the actual data or codes for use in searching the file. These codes or data must be valid codes in the files involved. Using our example, 'RTL' must be a valid code in the industry file, 10 must be a valid salesperson number, etc.

***A=And, O=Or** - This field tells the search logic for multiple search fields. In the example a record must have an industry code of 'RTL' AND a salesperson number of '10' AND a status code of 'P' in order to get a last contact date of 11/10/04 and 12/10/04 set in the record.

An example using OR could be to count all records with an industry code of 'RTL' OR a salesperson number of '10'. This means the record would be counted if it had an industry code of 'RTL' or some other industry code, but had a salesperson number of '10'.

***Existing Data to be Changed?** - This field is 'N' for NO or 'Y' for YES. These values always come up on the screen as 'N' but if you want new data to be entered if the conditions are met, you must enter a 'Y', then enter the new data in the next field to the right which is now explained.

***If 'Y' Enter New Data** - This is the data to be entered into each record meeting the conditions or search data information entered on the left side of the screen. The new data must be set up as valid entries of a source code, industry code, territory number, salesperson number, status code, state abbreviation, zip code, or account group code. However, the last contact date can be any valid date, and the WP Print Flag can be any valid character.

Please read the section at the end of this manual entitled #BMKQRY Execution Performance.

Each function key for screen #BMKQRY0 is now explained.

F0=SET,COUNT,CLEAR

When you have entered the data on the screen and are ready to initiate the process, press this key to validate the data on the screen.

Any search data entered will be validated against the appropriate file to determine that the codes are valid. Also, the screen will be checked to see if your request has all related columns completed (please note that you can set, count, or clear and simultaneously create a report file). Finally, you will be asked if you desire to continue, in which case, the program will run until the task is complete.

F1=CLEAR SCREEN

Press this key to clear the entries on the screen.

F4=SEE SEARCH CODES

Press this key to go to to screen #BMKQRY1 which is an aid to entry of valid codes by scrolling through the code files to get the desired codes. This screen is fully explained on the next page of this manual.

F5=PURGE CUSTOMERS

When you have entered the data on the screen and are ready to initiate the process, press this key to validate the data on the screen. Any search data entered will be validated against the appropriate file to determine that the codes are valid. Also, the screen will be checked to see if your request has all related columns completed. When executing a purge, you are not allowed to simultaneously create a report file. Finally, you will be asked if your files are backed up and if you answer 'Y', the purge process will begin.

F6=PRINT SCREEN

Press this key to print a picture of the screen as proof of the conditions entered on the screen.

F7=EXIT SCREEN

Press this key to exit the screen and return to the main menu.

Customer/Prospect Query Facility - Option 5 - Screen #BMKQRY1

```

+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
+ 11/01/04 12:14 p.m.  PROMPT MARKETING - CUSTOMER/PROSPECT FILE      #BMKQRY  +
| Company#: ( 1 )      --- BROWSE SELECTION CODES ---                #BMKQRY1 |
|                               ENTER File No.      Enter a file number and then press |
|                               to browse           F2 or F3 to scroll that file.      |
|--SEARCH DATA-----+-----+-----+-----+-----+-----+-----+-----+
+SOURCE CODE...: [      ]      1 | CODE CO#      DESCRIPTION          +
|INDUSTRY.....: [      ]      2 | 10 Alma Matter                    |
|TERRITORY.....: [      ]      3 | 20 John Johnson                    |
|SALESPERSON NO.: [      ]      4 | 30 Harry Cox                        |
|STATUS CODE...: [      ]      5 X | 40 Sam Spade                        |
+STATE ABBREV...: [      ]      6 | 50 Troy Sampson                    +
|ACCOUNT GROUP.: [      ]      7 | 60 Jane Doe                        |
|-----+-----+-----+-----+-----+-----+-----+
|To select data for use in set/
|count/clear, or purge, place the
|cursor on the data you want in the
|box to the right, then press F1.
|It will appear in the appropriate
|area in the box above.
|
|F0=          F1=Select Code      F2=Scroll Reverse  F3=Scroll Forward  |
|F4=          F5=                  F6=Print Screen   F7=Exit Screen    |
+-----+-----+-----+-----+-----+-----+-----+-----+

```

The purpose of the screen #BMKQRY1 is an aid to selection of search data to use in connection with the set, count, clear, report or purge functions using screen #BMKQRY0. Each field of information to be entered is explained below along with an explanation of the function keys.

*Enter Number of File to Search
 Enter the number 1-7 to define the file to be searched with each number corresponding to the files as explained below:

- 1=Source Code File
- 2=Industry Code File
- 3=Territory No. File
- 4=Salesperson No. File
- 5=Status Code File
- 6=State Abbreviation File
- 7=Account Group File

*Enter the company number if applicable.

Next, press the F3 key to begin scrolling forward through the file, or press the F2 key to begin scrolling reverse from the end of the file.

When you see the code you want, use the tab key or arrow key to position the cursor next to the code you desire. Then press the F1 key and the desired code will appear in the Search Data Field for use when you exit using F7 and return to screen #BMKQRY0.

You can repeat this process for as many of the seven files as desired.

If you desire to make a print copy of the screen, press the F6 key.

#BMKQRY Execution Performance

There may be considerable difference in the time it takes to execute certain functions using menu option 5.

When you are using "equal" conditions on fields that are indexed, you get maximum performance. The standard release of the customer/prospect file is indexed on the following fields.

Index	Fields
0	Customer Number
1	Search Name
2	Business Telephone
4	Zip Code
5	Salesperson
7	Next follow up date
8	Status

You may add additional indexes for any of the fields on screen #BMKQRY0 that are not currently indexed in order to increase the performance of the program for selections you desire to run frequently.

The purge function significantly utilizes system resources and a large purge of records should be scheduled for execution at night or when the system-wide requirements are limited.

Customer/Prospect File Format (BSAR.ARCUSFLE.FFD,BSAR.DIRECTORY)

The field numbers for the data in the customer/prospect file are as follows:

Field Number	Data Description
1	Customer Number
2	Customer Name
3	Address 1
4	Address 2
50	Address 3
5	City
6	State
7	Zip
8	Business Telephone #
49	Alternate Phone #
11	Customer Code
12	Bill to number
13	Terms Code
14	Status
15	Price Code
16	Salesperson Number
17	Tax Code
18	Tax Exempt Number
19	Reseller Y/N
20	Contact Name
21	Doc Routing
22	Title
23	Date Account Opened
24	Date Last Purchase
25	Sales This Month
26	Sales This Year
27	Sales Last Year
28	Price by Class Y/N
29	Territory
30	Accepts Backorders Y/N
31	Print Statements Y/N
32	# Invoices This Year
33	# Invoices Last year
34	Invoice Discount %
35	Account Type P,C P=Prospect, C=Customer
36	PO Authorization Y/N/S
37	SIC Code (Standard Industry Code)
37	Search Name
40	# Invoices MTD
41	Advertising Source
42	Last Contact Date
43	Next Follow Up Date
44	Accepts Substitutes Y/N
45	Account Group
46	W/P Print Flag
51	Special Customer Pricing Cus#

Master Menu Option 6 - Print Customer/Prospect Report

The selection of this menu option will print a report of all accounts in the file selected when the #BMKQRY program was last run with the Create Report File question answered 'Y' for yes.

The report is printed using the PROMPT Report Writer. Therefore, if you have been trained on how to set up reports, you can define any report you desire and set these reports up on a menu to be executed in addition to this report.

Master Menu Option 7 - Print Sales Lead Report

The selection of this menu option will print a report of all accounts in the file selected when the #BMKQRY program was last run with the Create Report File question answered 'Y' for yes.

The report is printed using the PROMPT Report Writer which links to the customer notes file. IF THERE IS NO NOTE FOR A CUSTOMER RECORD SELECTED, THE CUSTOMER RECORD WILL NOT PRINT! Obviously, it is essential to have at least one note entered for any account you desire to print on this report.

Upon selection of this report, you will receive a date prompt, which is now explained:

Enter Condition: File 2 Field 43 Date END FU _____
Enter the date UP TO which you desire to print records. For example, assume you selected all follow up dates greater than 11/01/04 when you ran #BMKQRY, but now you only want to print dates less than 12/01/04 (everything through November). You would enter the END FU (future end date) MM/DD/YY and press send.

Master Menu Option 8 - Print 3" Customer/Prospect Labels

The selection of this menu option will print mailing labels of all accounts in the file selected when the #BMKQRY program was last run with the Create Report File question answered 'Y' for yes.

The labels are printed using the PROMPT Report Writer and are 3" x 5" labels.

Master Menu Option 9 - Print 1" Customer/Prospect Labels

The selection of this menu option will print mailing labels of all accounts in the file selected when the #BMKQRY program was last run with the Create Report File question answered 'Y' for yes.

The labels are printed using the PROMPT Report Writer and are 1" x 5" labels.

Master Menu Option 10 - Print Cheshire Labels - Screen #BARCLP0

```

+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
+ 11/01/04 11:15 a.m.   PROMPT Accounts Receivable           #BARCLP  +
| # Records: 10725     Cheshire Label Print Program         #BARCLP0  |
|                                                                |
|           Print Labels from Zip Code ( 40           ) through (4099999999)
|                               for Customer# (           ) through (           )
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
| *===== Specify Other Conditions =====*
|   Field # | Condition | Value
| (Max= 50 ) | ( ) |
| *=====|=====|=====|
+   ( 35 ) | ( = ) | ( P )
|   ( ) | ( ) | ( )
|   ( ) | ( ) | ( )
|   ( ) | ( ) | ( )
|   ( ) | ( ) | ( )
+   ( ) | ( ) | ( )
|   ( ) | ( ) | ( )
|   ( ) | ( ) | ( )
|   ( ) | ( ) | ( )
|
+Enter print conditions, then press F1 to align, F0 to print labels, F7 to end+
|
| F0=Accept Input  F1=Align Labels  F2=           F3=
| F4=              F5=              F6=           F7=Exit Program
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+

```

Upon selection of option 10 on the marketing menu, the above screen will appear. The purpose of the program is to print Cheshire labels. A Cheshire label is really not a label, it is basically printing on stock paper, four columns across the page. Then the paper is processed by putting paste on the reverse side, and the labels are cut and applied to the desired item to mail.

Printing is always in zip code sequence and includes the account number. When the zip code changes, the account number is followed by a single asterisk (*). When the state changes, the account number is followed by two asterisks (**).

Information that may be entered on the screen is now explained.

*Print labels from zip code () through ()
 If you want to print the entire file (possibly subject to other conditions below), you would leave the "from zip code" blank, and put all 9's in the "through zip code" field.

If you only wished to print all zip codes beginning with 40, enter both "from" and "through" as:

from (40) through (409999999)

The primary rule is that "through" must be greater than "from".

*For customer # () through ()
 If you want to print all zip codes for customer numbers from 500 through 1000, simply enter the "for" customer number as 500 and the "through" customer number as 1000.

REMEMBER THAT THE ZIP CODE RANGE IS APPLIED FIRST, THEN THE CUSTOMER RANGE WITHIN THE SELECTED ZIP CODES.

*Field #, Condition (Greater than, less than, equal, not equal)
 This portion of the screen is for further selection of records to be printed.

For example, if you only want to print PROSPECTS with an SIC code of MF, you would enter these conditions.

Field #	Condition	Value	Comment
35	=	P	Note 1
37	=	MF	Note 2

Note 1: See page 30 where field 35 is identified as P=Prospect, C=Customer.

Note 2: See page 33 where field 37 is identified as SIC code. You then need to know the values of your SIC (standard industry codes) explained on page 18.

Master Menu Option 11 - Return Address Labels - Screen #BMKLBL1

```

+-----+-----+-----+-----+-----+-----+-----+-----+-----+
| 11/01/04          PROMPT Marketing          #BMKLBL  |
|                   Repeat Label Printing    #BMKLBL1 |
|
|           Use this program to print the same information
|           on multiple 1 inch labels.  You can print product
+           labels using the first 5 lines for product info.
|
|
|           Contact Name ..:(                )
+          Company Name ..:(                )
|          Address Line 1.:(                )
|          Address Line 2.:(                )
|          City and State :(                )
|          Zip Code .....:(                )
+
|           No. of labels to print: (        )
|
|           No. of labels horizontally: (    ) Min. 1 - Max. 2
|
+          Printer Name.....: ( $SYSPRTR )
|
| F0=Accept Input  F1=          F2=          F3=
| F4=              F5=          F6=          F7=End Program
+-----+-----+-----+-----+-----+-----+-----+-----+

```

Upon selection of option 11 on the marketing menu, the above screen will appear. The purpose of the program is to print return address labels, product labels or any repeat label information desired.

To use the program simply type the desired information then enter the number of labels to print and the number of columns (horizontal), and the Printer name if different from the default printer, then press enter.

Master Menu Option 12 - Report Writer Line Literals

```

+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
| 11/01/04          PROMPT Marketing          #BMKRPT  +
|          Report Writer Detail Line Literals          #BMKRPT0 |
| Link Field 1:( 1 ) 1 character literals
| 2:( ) 3:( ) 4:( ) 5:( ) 6:( ) 7:( ) 8:( ) 9:( ) 10:( )
| 11:( )12:( ) 13:( ) 14:( ) 15:( ) 16:( ) 17:( ) 18:( )
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
|          2 character literals
| 19:( | - )20:( || ) 21:( ) 22:( ) 23:( ) 24:( ) 25:( ) 26:( )
| 27:( ) 28:( ) 29:( ) 30:( ) 31:( ) 32:( ) 33:( ) 34:( )
|          3 character literals
| 35:( ) 36:( ) 37:( ) 38:( ) 39:( ) 40:( ) 41:( )
+ 42:( ) 43:( ) 44:( ) 45:( ) 46:( ) 47:( ) 48:( ) +
|          5 character literal
| 49:( )50:( )51:( )52:( )53:( )54:( )
| 55:( )56:( )57:( )58:( )59:( )60:( )
|          7 character literals
+ 61:( )62:( )63:( )64:( )65:( )
| 66:( )67:( )68:( )69:( )70:( )
|          14 character literal
| 71:( )72:( )73:( )
|          30 character literals
+ 74:( )75:( )
|
| F0=Accept Input  F1=          F2=          F3=
| F4=          F5=          F6=          F7=End Program
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+

```

Upon selection of option 12 on the marketing menu, the above screen will appear. The purpose of the program is to create records that can be used to print detail line literals with the PROMPT Report Writer.

This will be a rarely used feature, however this file is required when printing bar codes. See the "How To" document involving the printing of bar codes with the PROMPT Report Writer.

