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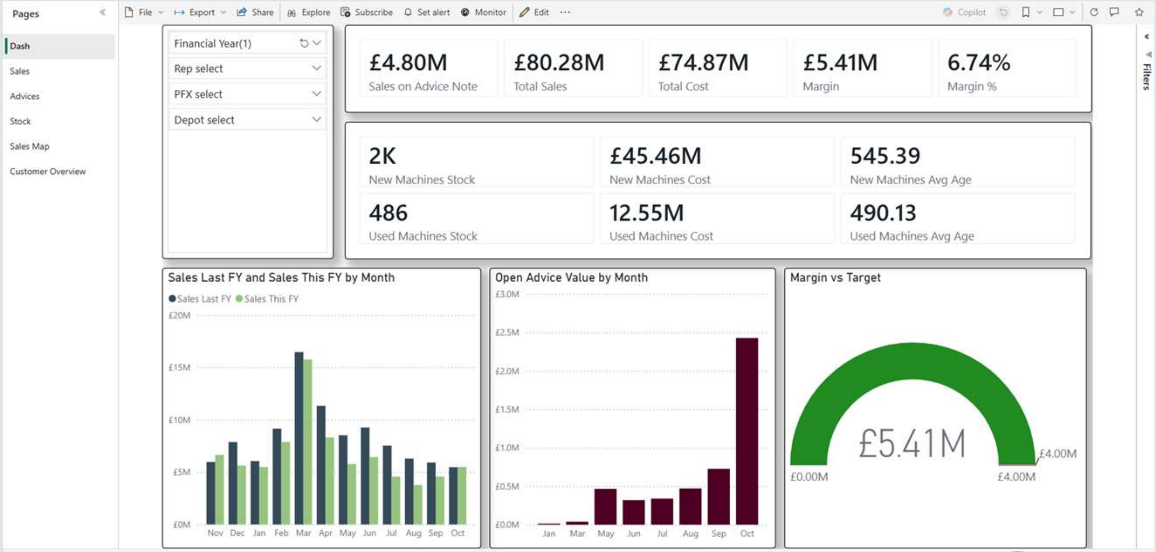
BUSINESS INTELLIGENCE FOR AG DEALERS

THE SALES MANAGER'S DASHBOARD BLUEPRINT

12 Critical KPIs Hidden in Your Ibcos Gold Data

Discover the metrics top-performing dealerships track daily – and exactly where to find them.



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REPORT CONTENTS

WHY MOST DEALERS ARE FLYING BLIND

Your Ibcos Gold system contains the answers to every critical question about your parts operation. Gold's built-in reports can show you this data—but there's a catch.

The problem isn't lack of data. It's the time and effort required to make it useful.

- Gold's standard reports are designed for viewing and printing, not analysis:
- Data is spread across multiple separate reports
- Each report contains more information than you need
- Everything is static—you have to manually re-run reports to get current data
- Combining information from different reports means Excel exports and manual matching

Want to track stock turn by prefix? That's sales data from one report, inventory data from another, manual calculations in Excel, and starting over next week when you need updated numbers.

- **This guide reveals the critical metrics that separate top-performing parts departments from the rest.** You'll learn:
- **Which KPIs actually drive profitability** (and which are just noise)
- **What these metrics tell you** about your operation
- **What "good" looks like** for each metric
- **Why Gold's standard reports make this harder than it should be**
- Most dealers know they should be tracking these numbers. The challenge is doing it efficiently, without spending hours each week in Excel.

Let's get started.

WHY THIS GUIDE IS DIFFERENT

Most reporting guides are written by either:

- **Software consultants** who understand databases but have never run a parts department
- **Industry veterans** who know the business but can't extract the data efficiently

We bring both.

Real-World Dealership Experience: We've spent years in agricultural dealership operations—managing sales teams, building customer relationships, and closing deals that impact revenue. We understand the pressure of hitting quarterly targets, the challenge of managing diverse customer portfolios, and the reality of converting leads through long sales cycles while handling seasonal demand fluctuations.

Technical Expertise: We've also spent years deep inside Ibcos Gold's database structure. We know which tables connect to which, how to write efficient SQL queries via ODBC, and how to transform raw data into actionable insights using Power BI, DAX measures, and Power Query (M) scripts. Resulting in fully interactive dashboards, which can be refreshed with a click of a button or set to auto refresh.

This combination is rare—and it's why this guide focuses on metrics that actually matter.
We're not listing every possible KPI you could track. We're showing you the metrics that make a measurable difference to your bottom line, based on years of implementing them in real dealerships.
More importantly, we understand the frustration of knowing what you should track but lacking the time or technical skills to do it efficiently. That's why we've built solutions that bridge this gap.
The KPIs that follow aren't theoretical—they're the metrics we track daily in high-performing parts operations.
Let's dive in.

YEAR ON YEAR SALES AND MARGIN

Year on Year Sales #1

Why It Matters: Year-on-year sales comparison is the clearest indicator of business momentum. Comparing current financial year sales against the same period last year removes seasonal variations and shows true growth trends. Monthly breakdowns reveal which periods are strengthening or weakening, helping you identify patterns and take corrective action before small problems become big ones.

How to Calculate: YoY Sales Growth = ((This Year Sales - Last Year Sales) ÷ Last Year Sales) × 100

Track monthly to identify trends. Your dashboard shows this visually with green (this year) vs grey (last year) bars side-by-side for each month, making growth/decline immediately obvious.

The Challenge with Gold: Gold can show you sales and stock valuations, but they're in separate reports. To calculate stock turn by prefix, you need to export multiple reports, manually match prefixes, calculate ratios in Excel, and repeat weekly. For 10+ prefixes across multiple depots, this becomes hours of work.

The Challenge with Gold: Gold's standard reports show sales for selected periods, but comparing equivalent periods across financial years requires exporting multiple date ranges and manually aligning them. Creating a rolling 12-month comparison that updates automatically needs custom queries joining sales data with date tables that respect your financial year structure (not calendar year).

- **What Good Looks Like:**
- Strong growth: 10-15%+ YoY increase
- Steady performance: 5-10% YoY increase
- Concerning: Flat or negative growth
- Monthly variation: ±20% is normal due to large equipment sales timing

GROSS MARGIN PERFORMANCE #2

Why It Matters: Sales volume means nothing if you're not profitable. Gross margin measures the difference between what you sell equipment for and what it costs you. At 6.74% margin (£5.41M profit on £80.28M sales), every percentage point represents hundreds of thousands in profit. Tracking margin percentage alongside absolute margin pounds reveals whether growth is profitable or just adding unprofitable volume.

How to Calculate:

Margin % = ((Sales Value - Cost Value) ÷ Sales Value) × 100

Absolute Margin £ = Sales Value - Cost Value

Track both metrics monthly. Compare against targets using visual indicators (your gauge shows £5.41M against £4.00M target—exceeding goal).

The Challenge with Gold: Gold stores sales values and cost values, but calculating true margin requires ensuring costs include all relevant elements (purchase cost, freight, PDI, etc.) and handling scenarios like part-exchange valuations, trade-in allowances, and promotional pricing. Standard reports show profitability but don't easily break down margin by sales rep, product category, or customer type simultaneously.

- **What Good Looks Like:**
- Whole goods (new): 8-12% margin
- Whole goods (used): 10-15% margin
- Attachments/implements: 15-25% margin
- Blended overall: 8-12% margin

SALES ON ADVICE NOTE AND OPEN ADVICE VALUE BY MONTH

SALES ON ADVICE NOTE #3

Why It Matters: Sales on Advice Note represents committed pipeline—orders invoiced but not delivered. This is revenue you've won but haven't fulfilled yet. Critical for cash flow forecasting and delivery planning. High values indicate strong order books or delivery bottlenecks. Low values mean insufficient pipeline.

How to Calculate: Sum of Invoice Value for Advice Notes Not Yet Delivered

Track total value, average age, breakdown by product category.

The Challenge with Gold: Gold tracks advice notes separately from delivered sales. Calculating outstanding value requires filtering by delivery status and aggregating line items. Understanding why advice notes are outstanding (manufacturer delays vs customer collection vs logistics) requires joining advice data with purchase orders, inventory, and delivery scheduling across different Gold tables.

What Good Looks Like:

- 2-4 weeks of average monthly sales coverage
- Average age: <30 days good, >60 days problem
- Stable or gradually growing trend

OPEN ADVICE VALUE BY MONTH #4

Why It Matters: Shows when committed sales convert to delivered revenue. Forward visibility helps delivery planning, cash flow forecasting, and resource allocation. Identifies months needing extra delivery capacity versus months requiring more sales activity.

How to Calculate: Sum Advice Note Values by Expected Delivery Month

Track monthly, by product and depot. Monitor date shifts—aging beyond planned delivery signals supply chain issues.

The Challenge with Gold: Gold has multiple date fields (invoice, promised, actual delivery). Grouping by expected delivery month needs logic to determine which date is reliable. Some advice notes lack firm dates if awaiting manufacturer supply. Dynamic projections require queries that re-evaluate based on inventory availability and lead times.

What Good Looks Like:

- Relatively even distribution (unless seasonal business)
- No advice notes >90 days without communication
- 3+ months forward visibility
- 90% convert within promised timelines

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MARGIN VERSUS TARGET (BY SALES REPS) AND INVENTORY VALUE

MARGIN VS TARGET (BY SALES REP) #5

Why It Matters: Individual rep accountability for profitability, not just sales volume. Shows which reps are hitting margin targets and which are discounting too heavily to close deals. Instantly communicates each rep's financial performance to management. Reveals if some reps consistently sacrifice margin for volume while others maintain pricing discipline.

How to Calculate:

- Rep Actual Margin £ = Sales Value - Cost Value (for sales attributed to that rep)
- vs Rep Target £ = Budgeted/Target Margin for that Rep's Territory/Portfolio

Display as gauge or progress indicator per rep. Track monthly and year-to-date.

The Challenge with Gold: Gold calculates profitability, but creating rep-level visual indicators requires attributing every sale to the correct rep, then comparing against individual targets. Target data often lives in Excel or separate systems and must be joined with Gold's performance data. Targets may vary by rep based on territory, product mix, or customer portfolio, requiring complex matching logic. Handling split deals or team sales adds further complexity.

What Good Looks Like:

- All reps meeting or exceeding margin targets
- Consistent performance across reps (no outliers constantly below target)
- Understanding when below-target is strategic (new territory development) vs problematic (poor negotiation skills)
- Reps maintaining margin % even while growing sales volume

INVENTORY VALUE & AGE (NEW & USED) #6

Why It Matters: Stock represents capital tied up earning nothing until sold. Track both new and used machine inventory separately—they have different turn rates and aging characteristics. High stock values strain cash flow. High average age indicates slow-moving inventory requiring discounting or aggressive marketing. Split tracking prevents mixing fast-moving new releases with aging used stock.

How to Calculate:

- Stock Value = Sum of Cost Price for all In-Stock Machines
- Average Age = Average Days Since Receipt/Purchase Date
- Stock Count = Total Number of Machines on Hand

Track separately for new machines and used machines. Monitor by category, brand, and depot.

The Challenge with Gold: Gold stores inventory records with purchase dates and costs, but calculating "days on hand" requires comparing purchase date to current date for every unit and averaging across the fleet. Determining whether machines are "new" vs "used" may require joining inventory with product master data or using prefix/category codes. Tracking age trends over time needs historical snapshots—Gold shows current state but doesn't easily show "what was average age 3 months ago" without stored historical data.

What Good Looks Like:

- New machines: 90-180 days average age
- Used machines: 60-120 days average age
- Stock turn: 4-6x per year for new, 6-8x for used
- Average age trending down (inventory freshening)
- Ages >365 days require immediate action (price reduction, trade, return to supplier)

SALES AND MARGIN % BY PREFIX AND BY REP

SALES AND MARGIN % BY PREFIX #7

Why It Matters: Not all brands are equally profitable. Some manufacturers (like New Holland, Massey Ferguson, Kubota) may dominate sales volume but deliver different margin percentages. Understanding which prefixes drive revenue versus which drive profit helps you focus sales efforts, negotiate better with suppliers, and identify where you're leaving money on the table. A brand generating high volume at low margins may need pricing review or promotional support from the manufacturer.

How to Calculate:

- Sales by Prefix = Sum of Sales Value grouped by Manufacturer/Brand Code
- Margin % by Prefix = ((Sales - Cost) ÷ Sales) × 100 for each prefix

Visualize as treemap (size = sales value, colour = margin %) to instantly see volume vs profitability trade-offs.

The Challenge with Gold: Gold stores prefix/manufacturer codes on product records, but aggregating sales and calculating margin by prefix requires joining sales transactions with product master data, handling cases where prefix codes may be inconsistent or missing, and calculating weighted average margins across different product types within the same brand. Creating dynamic treemap visualizations that update with current data needs Power BI or similar tools—Gold's standard reports show lists, not visual hierarchies.

What Good Looks Like:

- Balanced portfolio: No single prefix >60% of sales (diversification)
- High-volume prefixes maintaining acceptable margins (8-12%)
- Understanding which low-volume prefixes deliver premium margins
- Margin % consistent across prefixes (no brands dragging down overall profitability)

SALES AND MARGIN % BY REP #8

Why It Matters: Individual rep performance on both volume and profitability. Reveals who's hitting sales targets while maintaining margin discipline versus who's discounting heavily to close deals. Some reps may have high sales but low margins (giving away profit), while others may have lower volume but excellent margins (focused on profitable deals). This metric drives coaching, compensation decisions, and territory optimization.

How to Calculate:

- Sales by Rep = Sum of Sales Value where Rep attributed
- Margin % by Rep = ((Sales - Cost) ÷ Sales) × 100 for each rep's sales

Also track: Deal count, average deal size, win rate by rep

The Challenge with Gold: Gold stores rep codes on invoices, but handling split deals, team-sold equipment, or sales where rep attribution is ambiguous requires business rules. Some dealerships use "house" codes for walk-in sales or multiple reps on large deals. Calculating true rep performance needs consistent attribution logic and handling scenarios like rep transfers mid-period, retired rep codes still appearing in historical data, and ensuring every sale has exactly one rep attribution for clean reporting.

What Good Looks Like:

- All reps achieving 80%+ of sales target with margin % within 1-2 points of target
- Top performers: High volume AND high margin %
- No reps consistently >3 points below average margin (indicates training needs)
- Margin % variance across reps <5 points (consistency in pricing approach)

TOTAL SALES NEW VS USED BY REP AND MANUFACTURER (PREFIX)

TOTAL SALES NEW VS USED BY REP #9

Why It Matters: Reps have different strengths—some excel at new equipment sales (longer cycles, manufacturer relationships), others at used equipment (faster turns, trade-ins, auctions). Understanding each rep's new/used mix reveals specialization opportunities and identifies reps who may need coaching in underperforming categories. New vs used also impacts margin expectations and commission structures differently.

How to Calculate:

- New Sales by Rep = Sum of Sales Value for New Equipment attributed to each rep
- Used Sales by Rep = Sum of Sales Value for Used Equipment attributed to each rep
- Mix % = (Category Sales ÷ Total Sales) × 100

Track monthly and year-to-date. Monitor shifts—reps moving from balanced to heavily skewed may indicate territory changes or product availability issues.

The Challenge with Gold: Gold marks equipment as new or used, but ensuring consistent classification requires logic—is a demo unit "new" or "used"? What about nearly-new stock machines? Aggregating by rep AND new/used status requires joining sales data with product classifications and rep attribution. Some dealerships have separate stock codes or prefixes for new vs used, but handling edge cases (ex-demo, customer returns, aged new stock) needs clear business rules.

What Good Looks Like:

- Balanced reps: 70-80% new, 20-30% used (healthy mix)
- Specialists acceptable if deliberate (dedicated used equipment rep)
- New equipment margins: 8-12%
- Used equipment margins: 12-18% (higher due to trade-in value creation)
- All reps achieving minimum competency in both categories

TOTAL SALES NEW VS USED BY PREFIX #10

Why It Matters: Different manufacturers have different new/used dynamics. Some brands (premium manufacturers) may have strong used markets with good residual values. Others may be primarily new sales with weak used demand. Understanding which prefixes drive used equipment sales helps you make smarter trade-in decisions and identify which brands retain value. High used sales for a prefix indicates strong customer loyalty (repeat buyers trading up) and good residual values.

How to Calculate:

- New Sales by Prefix = Sum of New Equipment Sales for each manufacturer
- Used Sales by Prefix = Sum of Used Equipment Sales for each manufacturer
- Used % of Total = (Used Sales ÷ Total Sales for Prefix) × 100

Compare across brands to identify which have strongest used markets.

The Challenge with Gold: Requires joining sales data with both product classification (new/used) AND prefix/manufacturer codes, then aggregating across both dimensions simultaneously. Gold's standard reports typically show one dimension at a time—you can see sales by prefix OR by new/used, but not easily both together. Creating cross-tabulated reports needs custom queries that pivot data across multiple attributes.

What Good Looks Like:

- Premium brands: 20-30% of sales volume from used (strong residual market)
- Value brands: 10-15% used (weaker used demand)
- High used % indicates: Good trade-in program, customer loyalty, strong residuals
- Low used % may indicate: New-focused brand, weak resale market, or opportunity to grow trade-in business
- Used margins typically 3-5 points higher than new for same prefix

GEOGRAPHIC SALES DISTRIBUTION MAP

GEOGRAPHIC SALES DISTRIBUTION MAP #11

Why It Matters: Visual representation of where your customers are located and what they're buying. The map plots each machine sale by customer postcode, filterable by depot, rep, prefix (manufacturer), sales type, and model. Reveals territory coverage, identifies geographic gaps or concentrations, and shows whether reps are effectively covering their assigned areas. Dense clusters indicate strong market presence; sparse areas show expansion opportunities. Geographic data helps optimize depot locations, plan delivery routes, and assess territory assignments.

How to Calculate:

- Plot: Customer Postcode (latitude/longitude) = one point per machine sold
- Bubble size can represent: Sale value, margin, or machine type
- Colour can represent: Manufacturer (PFX), rep, depot, or new/used
- Summary metrics: Total machines sold, total sales value, total margin, margin %

Filter by financial year, depot, rep, prefix, model to analyse specific segments.

The Challenge with Gold: Gold stores customer postcodes in the customer master, but converting postcodes to map coordinates (latitude/longitude) requires external geocoding services or postcode lookup tables not included in Gold. Plotting hundreds or thousands of sales geographically needs BI tools with mapping capabilities—Gold's standard reports don't support geographic visualization. Joining sales transactions with customer addresses, handling multiple addresses per customer (billing vs delivery), and dealing with incomplete or invalid postcodes all require data cleansing and validation logic.

What Good Looks Like:
Even distribution across assigned territory (no large gaps)
Concentration around depot locations (service accessibility)
Rep territories showing clear boundaries without excessive overlap
High-value sales (larger bubbles) spread throughout, not just near depot
Identifying patterns: Rural areas = utility tractors, arable regions = combines/cultivators
Coverage extending to territory edges (full market penetration)
Using filters reveals insights: Does Rep A sell New Holland everywhere or just specific postcodes? Are used sales concentrated near depot while new sales travel farther?

MANUFACTURER BONUS COMPLETION TRACKING

MANUFACTURER BONUS COMPLETION TRACKING #12

Why It Matters: Tracks whether manufacturer bonuses have been received and processed for each sale, directly impacting when commission can be paid to reps. Shows the company where outstanding bonus payments are and whether suppliers are paying on time. Sales reps use this to see which machines are "complete" (all bonuses received) and therefore which commissions will appear in the next payroll run. Incomplete bonuses delay rep payments and indicate which manufacturers are slow to process claims or have outstanding paperwork issues.

How to Calculate:

- Bonus Completion Rate = (Sales with Bonuses Complete ÷ Total Sales Eligible for Bonuses) × 100
- Track by: Manufacturer (PFX), time since sale, rep
- Aging: Days since invoice date for incomplete bonuses
- Outstanding value: Sum of expected bonuses not yet received

Monitor completion rate by manufacturer to identify chronic late payers.

The Challenge with Gold: Gold stores sales transactions but bonus tracking often happens outside the system—in spreadsheets, email confirmations, or manufacturer portals. Updating "Bonuses Complete" status requires manual data entry or importing from multiple manufacturer systems with different formats and timing. Determining which sales are eligible for bonuses needs understanding manufacturer programs (volume thresholds, model-specific bonuses, time-limited promotions) which change frequently. Calculating expected bonus amounts requires joining sales data with current manufacturer bonus schedules, then tracking actual payments received against expectations.

What Good Looks Like:

- 90% of bonuses completed within 30 days of sale
- 95% completed within 60 days
- Consistent performance across manufacturers (no suppliers chronically delayed >90 days)
- Clear visibility for reps: "These 3 machines await bonuses, these 5 are complete and in this month's commission"
- Automated alerts when bonuses exceed 45 days incomplete (chase manufacturer)
- Total outstanding bonus value tracked monthly (cash flow impact)

IMPLEMENTATION ROADMAP

FROM KNOWLEDGE TO ACTION - Where to Start (Without Getting Overwhelmed)

You now understand the 12 KPIs that drive sales department performance. The natural next question is: where do you start? Trying to implement all 12 metrics at once is a recipe for analysis paralysis. Instead, follow this proven roadmap

PHASE 1: THE FOUNDATION (WEEKS 1-2)

Start with these three critical metrics:

1. Year-on-Year Sales Growth This immediately reveals business momentum and growth trends. It's the single most important sales metric and drives decisions across territory management, product focus, and resource allocation.

2. Gross Margin Performance Understanding profitability focuses your sales and pricing efforts. Sales volume means nothing if you're not making money—you need to know this.

3. Sales and Margin % by Rep Measuring individual performance objectively drives accountability and identifies coaching opportunities. Shows who's selling volume while maintaining margin discipline.

These three KPIs provide the biggest immediate impact with the clearest action steps.

PHASE 2: OPERATIONAL EFFICIENCY (WEEKS 3-4)

Once the foundation is established, add:

4. Sales on Advice Note – Measures committed pipeline and identifies delivery bottlenecks affecting cash flow.

5. Open Advice Value by Month – Provides forward revenue visibility and helps balance sales activity with delivery capacity.

6. Margin vs Target by Rep – Ensures individual accountability for profitability, not just volume.

These metrics refine your pipeline management and improve revenue predictability.

PHASE 3: ADVANCED OPTIMIZATION (MONTH 2+)

With core metrics in place, expand to:

7-12: Sales by Prefix, New vs Used Analysis, Geographic Sales Distribution, Inventory Value & Age, Bonus Completion Tracking

These provide deeper insights for continuous improvement and strategic decision-making.

START SMALL, THINK BIG

Don't try to boil the ocean. Get the three foundation KPIs working first—whether manually or automated—then expand from there.

The dealers who succeed with data aren't the ones who track everything. They're the ones who track the right things consistently.

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THE REALITY CHECK

TWO PATHS TO IMPLEMENTATION

Understanding Your Options

THE MANUAL ROUTE

Using Gold's standard reports and Excel:

Phase 1 (3 KPIs):

- Initial setup: 8-12 hours building Excel models
- Weekly maintenance: 4-6 hours
- Learning curve: 2-3 weeks to get comfortable

Phase 2 (6 KPIs total):

- Additional setup: 6-8 hours
- Weekly maintenance: 8-10 hours
- More complex formulas and data management

Phase 3 (All 12 KPIs):

- Additional setup: 8-10 hours
- Weekly maintenance: 12-15 hours
- Multiple spreadsheets, prone to errors

Total time investment: 40-60 hours upfront + 12-15 hours weekly ongoing

THE AUTOMATED ROUTE

Direct ODBC connection with pre-built dashboards:

Initial setup: 2-3 hours (one time)

- Connect to your Gold database
- Configure depot/company codes
- Test data refresh

Ongoing maintenance: 30 seconds

- Click refresh button (or set to auto-refresh)
- All 12 KPIs update instantly
- Clean, professional dashboards

All phases available from day one

- No need to build incrementally
- Full visibility immediately
- Consistent, error-free calculations

Total time investment: 2-3 hours setup, then essentially zero ongoing effort

THE COST CALCULATION

Manual approach:

- Setup: 50 hours × £30/hour = £1,500 (your time)
- Ongoing: 12 hours/week × 50 weeks × £30/hour = £18,000/year

Automated approach:

- One-time template purchase: £395+
- Ongoing: £0

The manual route is possible. It's just expensive in time, prone to errors, and takes you away from actually managing your parts operation.

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THE REALITY CHECK

WHICH PATH IS RIGHT FOR YOU?

Choose manual if:

- You have in-house BI expertise
- You enjoy building Excel models
- Your time has low opportunity cost
- You want to learn Gold's database structure

Choose automated if:

- You want results this week, not next month
- Your time is better spent managing operations
- You want reliable, tested solutions
- You need professional dashboards for management reporting

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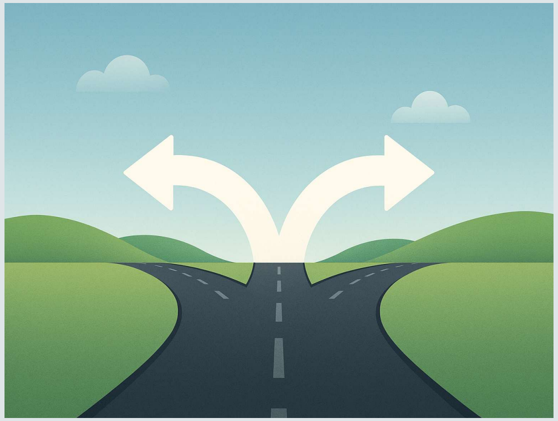

READY TO IMPLEMENT?

YOUR NEXT STEPS
From Spreadsheets to Dashboards

CORE SALES ANALYTICS PACKAGE: £995

Complete Sales Intelligence for Single Depot Operations

Includes all essential reports:

- Year-on-Year Sales Growth
- Gross Margin Performance
- Sales and Margin % by Rep
- Sales on Advice
- Open Advice Value by Month
- Margin v Target

Pre-built for single-depot operations with all SQL, DAX, and Power Query scripts included, plus step-by-step setup guide and 2 hours implementation support.

Individual reports available separately at £395 each

SALES INSIGHTS ADD-ON: £995

Advanced Analytics to Complement Core Sales Package

Includes five advanced KPIs:

- Sales and Margin by Prefix
- New vs Used Sales Analysis (by Rep & Prefix)
- Geographic Sales Distribution Map
- Inventory Value & Age Tracking
- Manufacturer Bonus Completion

Integrates seamlessly with Core Sales Analytics or available as standalone solution.

COMPLETE SALES SUITE: £1,750

Core Sales Analytics + Sales Insights Add-On

All 12 KPIs from this guide in one comprehensive dashboard.

Save £240 (vs purchasing separately: £995 + £995 + individual reports)

MULTI-DEPOT UPGRADE: +£495 per additional depot

Any dashboard adapted for multi-depot operations includes:

- Cross-depot comparisons and rollups
- Depot-level drill-down filtering
- Consolidated group reporting
- Regional performance tracking

Example: Complete Sales Suite (3 depots) = £1,750 + £990 = £2,840

Discounts available on multi-report purchases.

CUSTOM SALES DASHBOARDS (£195/hour)

Need something specific beyond the standard packages?

- Additional KPIs not covered in this guide
- CRM system integration
- Bespoke territory or customer analysis
- Sales forecasting models
- Commission calculation dashboards
- Training and handover sessions

Most custom projects: 4-8 hours (£780-1560)

BUILD YOUR OWN Want complete flexibility? Start with a single KPI report from £395, then bolt on any additional KPIs from the above list at £395 each as your requirements evolve.

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READY TO IMPLEMENT?

WHAT'S INCLUDED

Every template includes:

- Pre-built SQL scripts optimized for Ibcos Gold database structure
- Power BI template file (.pbit)
- All DAX measures and Power Query (M) transformations
- Setup guide with ODBC connection instructions
- Documentation and basic customization guide
- Works with Power BI Desktop, Power BI Service, or Microsoft Fabric

NO SUBSCRIPTIONS. NO ONGOING FEES.

Buy once, use forever across your dealership group.

RECOMMENDED PACKAGES

Starter Package (£995)

- Core Sales Analytics Package (6 KPIs)

Perfect for single-depot operations wanting immediate visibility into sales performance and rep productivity. Pre-built reports ready to connect to your IBCOS data.

Complete Package (£1,750)

- All Core Sales Analytics reports (6 KPIs)
- All Sales Insights Add-On reports (5 KPIs)
- Single depot configuration

Full visibility across sales performance, profitability, customer behaviour, and territory patterns. Everything you need to run a data-driven sales department.

Save £140

Group Package (£2,840)

- All Core Sales Analytics reports (6 KPIs)
- All Sales Insights Add-On reports (5 KPIs)
- Multi-depot configuration (up to 3 depots) with cross-depot comparisons, rollups, and consolidated group reporting

For dealership groups needing enterprise-level sales insights. Compare depot performance, identify regional trends, and optimize group-wide sales operations.

Multi-depot add-on: +£495 per additional depot

Example: Group Package for 5 depots = £2,840 + £990 = £3,830

OUR GUARANTEE

If you can't get the template connected and working within two weeks, we'll either:

- Jump on a call and help you get it running, or
- Refund your purchase in full

These dashboards are tested in real agricultural dealerships running Ibcos Gold. They work.

THE BOTTOM LINE

You didn't become a parts manager to spend hours in Excel every week.

Stock turn, margin analysis, and dead stock tracking should take 30 seconds to check, not 30 minutes to calculate.

Your time is worth more than that. Your business deserves better data.

Visit www.agdealerdata.co.uk to view templates and to get started.

For more information email: info@agdealerdata.co.uk

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TRADEMARKS & DISCLAIMERS

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