

ReAllocator Tool (Download)



This Resource Allocation model (ReAllocator) helps you size and allocate marketing effort, such as sales force headcount. This spreadsheet is a special version of the model, designed to illustrate sales force allocation across products at Syntex Labs. This model helped Syntex determine:

1. How large their sales force should be, and
2. How the sales force effort should be allocated across products to maximize profit.

This is a limited version of the more general ReAllocator Model, made specific to the Syntex data. You can experiment with the optimization options and the constraints. You can also change the names of the products and the profit margins, but you cannot change anything not in blue.

How the Model Works

A firm's current allocation of sales people across market segments is the basis for estimating the potential impact of changes. The ReAllocator model requires you to estimate how much sales would increase or decrease by product if the different products were assigned one of the following levels of sales effort:

1. No salespersons — represented in the "0" column under Assumptions
2. One half of the current number of salespersons — represented in the -50% column
3. 50 percent more salespersons — represented in the +50% column
4. Unlimited salespersons — represented in the "Max" column

Using these estimates, the model develops response curves for each product or market segment. The response curves are plots that describe the incremental sales resulting from the allocation of an additional sales person to a market segment. Each additional sales representative will be assigned by the model to the product that will generate the highest increase in profit. If the company wants to add more than one rep, the model follows the same procedure again and assigns each rep sequentially to the product that offers the highest increase in profit at each stage.

System Requirements:

Excel 2000 or higher

Solver add-in installed

Security settings set to **MEDIUM** or **LOW** .

Change the security settings of Excel

For Excel 2000

Go to **Tools – Macros – Security** settings

Set the security level to **Medium**

Go to the **Trusted Sources** tab

Make sure the **Trust all installed add-ins and templates** box is checked.

For Excel XP (2002 / 2003)

Set the security level to **Medium**

Go to the **Trusted Sources** tab

Make sure the two boxes are checked.

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