

Efficiency Study for Improving Trade-Spend Effectiveness

The Salient Efficiency Study for Improving Trade-Spend Effectiveness is a fast-turnaround study that will deliver a high-resolution snapshot of the effectiveness of promotional choices including price, frequency, duration and product mix.

The Salient Management Institute (SMI) team will:

- I. **Extract** necessary data from the systems you use
- II. **Analyze** that data in great detail
- III. **Identify** products, customers and promotions that are under-performing
- IV. **Provide** feedback on the root causes of that underperformance

With **Salient Diagnostics**, you get the answers you need without capital expenses or software purchases. Simply stated, there is no risk to your business.

Custom Studies can be designed to tackle any area of performance management to meet the unique needs of your business. Our team will work with you to identify issues to be analyzed, business data needed and outputs to be delivered.

What Salient Will Do:

- Organize your sales data into a comprehensive model of your marketplace.
- Analyze underperformers, outliers and anomalies.
- Present key findings for your review. (Allow approximately 3 hours.)

What You Can Do With This Information:

- Re-price or de-list underperformers.
- Expand distribution of winner products.
- Adjust product mix, deal price, duration and frequency for best balance of profit and growth.
- Eliminate waste. Focus resources in direct proportion to return on your investments.



Salient Quick Start

Issues analyzed:

- Customer profitability & rationalization
- Product profitability & rationalization
- Promotion effectiveness by channel
- New product success
- Pricing sensitivity

Business data needed:

- Sales
- Customer & Product Information

Outputs delivered:

- List of under-performing customers and products
- Details of under-performing promotions
- Optimal price-points

Salient Quick Start Plus

Issues analyzed:

- Same as Salient Quick Start, PLUS
- Off-invoice rebates
- Money spent on customer agreements

Business data needed:

- Sales
- Off-invoice rebates
- Money spent on customer agreements

Outputs delivered:

- List of under-performing customers and products
- Details of under-performing promotions
- Optimal price-points

Your Options:

- **Accept** the study results, pay \$20,000, and use the Margin Minder® trade and promotion management system for unlimited printouts and analysis for up to three months. Keep any data you wish.
- **Buy** the Margin Minder system for continuous trade and promotion monitoring.
- **Refuse** the findings and pay nothing.

What You Will Get:

- Organized lists of vendors and products with underperforming ratios of price to value (e.g. revenue, margin, volume growth)
- Promotion dynamics analysis for key seasons and special time periods by products
 - *Depth, frequency, duration, product mix*
 - *Shelf Space Cannibalization*
- New SKU penetration and trial, category cannibalization

What You Need to Do:

- Fill out the required forms.
- Provide 25 months of daily invoice data from your Scanner System.
- Wait 30 days.

About Salient

Salient Corporation offers business and government a new solution for efficient management. Drawing on diverse data from multiple sources, our technology measures how business activity creates value, quality, financial efficiency, productivity, while its user interface eliminates barriers to the use of this knowledge for continuous process improvement.

Salient's technology platform is a super scalable in-memory OLAP system for activity based value scoring. Its user interface is a graphical toolbox for interactive, stream-of-thought data mining, visualization and root cause analysis. Overall, the technology enables non technical knowledge workers to evaluate process behaviors rapidly, eliminate waste and optimize outcomes continuously.

Founded in 1986, Salient today serves more than 35,000 users in 53 countries. For more information, visit www.salient.com.

