

Salient  
**Margin Minder<sup>®</sup>**

## Margin Minder is the essential tool for sales professionals.

Margin Minder gives everyone with an interest in profit & growth an actionable resource for leveraging business activity facts, without any hassle. It shows who and what are delivering a fair return on marketplace investments—especially promotional events. You can see exactly how business levers—such as discounts, allowances, rebates, merchandising monies, and other customer incentives—affect the dead-net value of every customer, brand, product and supplier. Now you will get firm control over every marketplace activity.

### Balance Profit & Growth

Margin Minder gives managers everything needed to control the drivers of top-line performance: sales, revenue, cost, discount, margin, and allowance. Narrow down from a market-wide view to a list of under-performing customers or to a single package within a single customer location. Drill into pricing history to see elasticity, lift, and cannibalization. With Margin Minder, it becomes easy to balance price against volume and profit.

### Improve Promotion Effectiveness

Margin Minder shows graphically how profits and growth are affected by promotional discounting, product mix, deal duration, and frequency. With clear graphic views of elasticity and lift, sales managers can optimize SKU mix and display inventory for maximum sell-down, reduced over-stocking, and minimal category cannibalization.

### Evaluate New Product SKUs & Product Mix

Track the effects of new products on vendor and category performance and shows exactly how much each product is worth. Easily see which products can or can't support their carrying, distribution, and marketing costs.

Measure market penetration, trial, and re-trial of new products. See the effect new products have on existing product lines, and how successful salespeople are at getting products into the marketplace. Have multiple visual perspectives to best judge the useful life cycle of products and product lines. Measure sell-thru and potential sell-thru of active customers to find opportunities for new placements.

**Margin Minder allows you to answer daily business questions on the fly.**

### Price Elasticity:

When I deal, do I grow the brand? Profit? Both? Neither?

### Penetration:

(Trial & Re-trial) Is that new product succeeding or not?

### Cannibalization:

When I focus on one thing, what does it do to everything else?

### Lost Sales:

I may be gaining sales but losing presence in the marketplace. But, how do I know?

### Distribution Efficiency:

(for DSD Operators) Am I getting it from here to there as efficiently as possible?

## Identify Distribution Gaps and Minimize Lost Sales

Generate actionable lists of products or customers using exception tests. Measure new account growth and retention.

## Optimize Price Points

Margin Minder provides a continuous visual feedback loop that enables managers to test different merchandising and pricing strategies with minimal risk. Immediate feedback allows in-time corrections.

## Reconcile Supplier Rebates / Agreement Dollars

Match rebate information with sales data down to the SKU and store, irrespective of time or data source, for a more reliable picture of profitability. Correlate investments in retail agreements with sales performance for a truer read of value added.

## Make Sense of Detailed Sales Results

Make complicated sales activity logical and coherent with Margin Minder. Easily track such performance specifics as “actual vs. assigned sales rep,” “returns and reason codes,” and much more.

## Pay for Performance

Does an increase in sales volume have expected effects on profits? Measure the whole performance equation: volume, growth, and margin contribution—enabling wholesalers to build comp and bonus plans based on actual value added by each person.

## Facilitate Communications with Trading Partners

Daily SKU level sales facts can be securely shared over the web with Suppliers, Retailers, Wholesalers or other Trading Partners to help in the collaboration and synchronization process. Margin Minder makes it easy and delivers the facts using a method that makes the knowledge productive and usable rather than just inflexible custom reports.

## About Salient

Salient Corporation makes very large scale in-memory intelligence technology for ad hoc data interrogation, visualization and root cause analysis. The company provides continuous audit, performance monitoring and forensic applications for business, health care, education and government.

