

# Know Where to Focus Time & Money For the Best Possible Results

Salient enables Managers and Decision Makers to access the inherent knowledge within their data to make it productive by increasing profit.

## **Who is buying? What are they buying? How do I target more of these customers?**

Use demographics to see who is buying and where they live. Combine what they are buying to see graphically how profits and growth are affected by these customers and how price range, option packages, commissions, in-house services, and seasonality affect their closure rate.

## **If I am not selling as many, how can I maximize margin on each sale until things change?**

Track performance metrics from total dealership to individual sales, leases or services. Determine top producers at each level as well as those that need improvement.

## **If fewer people can buy now, how do I survive until they are ready to buy?**

View margin, cost and inventory in conjunction with forecasting in seconds. Take steps to maximize margins where possible, trim expenses based on relation to productivity while managing inventory to increase turn rate.

## **Which lenders, segments, brands, services, advertising or business relationships are positive forces in successfully closing deals and which are not?**

Salient joins sales, lending and leasing information with consumer visits, in-house services, web referrals, and in-coming calls to connect results with your advertising, planning and execution process.

## **Salient rapidly decreases the time between retail curiosity and retail satisfaction.**

We take you from the “I wonder why . . .?” to the “Now, I know why and I can . . .!” faster than ever before. The answers to these questions help you know where to focus time, resources and money. Salient provides a deeper understanding of important relationships between sales and other activities.

### **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](http://www.salient.com).



“The Essence of  
Management Is To  
Make Knowledge  
Productive.”

-Peter Drucker



**SALIENT**<sup>™</sup>  
Performance Management