



SALIENT

Activity Based Performance Management

# Balance This



Margin Minder<sup>®</sup>

Thank you for your interest in Salient Corporation and Margin Minder. My name is Guy Amisano. I founded Salient 21 years ago for the sole purpose of helping business managers get better visibility and control over their market spending. As general manager of a mid-sized company back in the 1980's, I found a way to see which customers were converting my promotions to real growth and profitability.

I saw that getting true visibility meant organizing everyday sales data into a really fast system that could sort through millions of details and give me a simple picture of the dynamics of my marketplace, answering the most basic questions: When I deal, do I grow the business, make money, both, neither? When I push one product, does it hurt sales of other products? Which accounts are worth time and money and which aren't?

The answers to these questions would help me know where I should focus attention. I could know better which mix of brands would generate the highest margin return and just how much inventory to invest in or produce to maximize my results. The result was Margin Minder, a complete system for processing the data of everyday business activity into better and better trade execution.

Since then, we have extended Margin Minder beyond its original trade management mission. Today, we bring together all of the data that relates to your business, from automated processes, specialized systems for routing and space management, even the Internet, and then form it into a comprehensive solution for measuring and managing your entire enterprise.

On the following pages, you'll see how. Thank you again for your time.

A handwritten signature in black ink, appearing to read "Guy Amisano". The signature is fluid and cursive, with a large initial "G" and "A".

Guy Amisano  
Founder and CEO  
Salient Corporation

## Create an organized source of performance information:



**1.**

### **BOLT ON**

Reach into existing systems to leverage data  
– no IT changes required.



**2.**

### **PRECISELY MEASURE VALUE ADD**

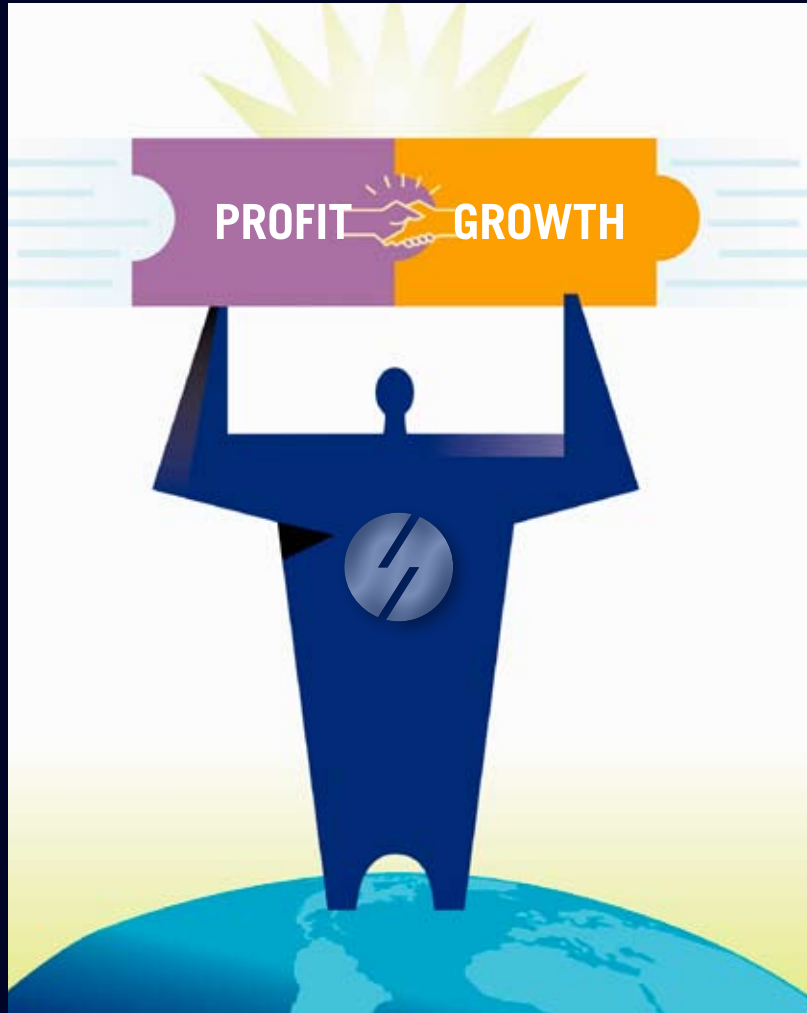
Immediately drill down into data sets and metrics  
– no support or waiting necessary.



**3.**

### **MAKE INFORMATION ACTIONABLE**

Take immediate, fact-based action  
– guesswork no longer required.



## Margin Minder

Everything sales professionals need to control the drivers of top-line performance

# Margin Minder

A self-serve trade performance management system for sales professionals.

## Score the Market

Margin Minder makes the marketplace entirely transparent. It captures the actual profit and growth added by sales transactions every day, and makes their value instantly visible to everyone who needs to know.

Now, every manager can optimize every execution based on easy and immediate visibility of the unique profit and growth dynamics of each of their customers. They can continuously separate winners from losers and direct their time and attention to those customers, products and events that deliver the best returns.

## Enable Improvement

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

“We especially like the ability to monitor profit performance of individual salespeople, and recently decided to base part of their compensation on margin delivered. This is phenomenal.”

Ellen Morgan  
Royal Crown Bottling Corp.

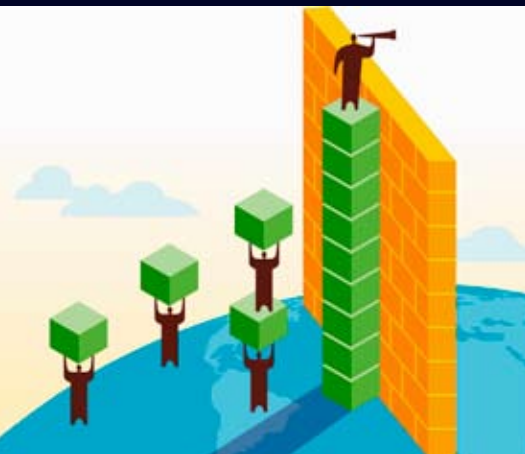


## A Radical New Way to Deal with Information

Margin Minder eliminates waiting time, hassle, guesswork and dependency on staff. Individual performers can literally serve themselves any information they might need quickly and easily, without losing any time from their jobs.

## Mastering Sales Activity

# The Foundation for Value



Margin Minder delivers **clear feedback** on every business transaction

### **MARGIN MINDER – Trade Performance Management**

Everything sales professionals need to control the drivers of top line performance: sales, revenue, cost, discount, margin and allowance.

Drawing from existing systems, Margin Minder automatically computes net value added by sales activity – revenue, costs, margins, adjustments – which is then made available for interactive interrogation and exploitation. Embedded expert analytics let business managers quickly locate the short lists of problems and opportunities they can attack immediately and monitor continuously.

For example, they can narrow down from market-wide to a list of under-performing customers to a single package within a single customer location, and then drill graphically into pricing history to see **elasticity, lift and cannibalization** - all within a minute or so. Even without direct control over pricing or promotional event timing, small adjustments become possible in product mix or display inventories that can deliver significant improvements in that customer's value over time. High-margin brands can be mixed into displays with low-margin brands. Under- and over-stock situations can be reduced or eliminated, thus multiplying value by making warehouse operations less costly as well.

## Margin Minder – TRADE PERFORMANCE MANAGEMENT

### Promotions

Margin Minder shows graphically how promotional discounting, product mix, deal duration and frequency affect profit and growth. Sales managers can optimize SKU mix and display inventory for maximum sell-down, minimum over-stocking and minimum category cannibalization.

### New Product SKUs & Product Mix

Margin Minder tracks the effects of new products on vendor and category performance and shows how much a new product is worth to you. Now it's easy to see which products can or can't support their carrying, distribution and marketing costs.

### 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.

### Supplier Rebates / Agreement Dollars

Margin Minder allocates rebate information with sales data down to the SKU and store, irrespective of time or data source, providing a more reliable picture of profitability.

Margin Minder also correlates investments in retail agreements with sales performance for a truer picture of profitability.

### Customer Growth & Retention

Margin Minder allows managers to generate actionable lists of products or customers using any performance-range criteria selected (exception tests). Measure new account growth and retention.

### Returns Monitoring

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

### Pay for Performance

Too often, increasing sales volume doesn't match your profit expectations. Margin Minder measures the whole performance equation: volume, growth and margin contribution, enabling managers to build comp and bonus plans based on actual value added by each contributor.

- Promotions
- New Product SKUs & Product Mix
- Price-Points
- Supplier Rebates/Agreement Dollars
- Customer Growth & Retention
- Returns Monitoring
- Pay for Performance

**“Volume used to be king. It's not anymore. It's profitability and margin. Margin Minder is a great product. It's quick. It's easy. It's just virtually maintenance free. Would I recommend it to others? In a heartbeat.”**

Dan Welsh  
Controller  
Pastega Beverage



## Enabling Accountability

“It’s a magnificent tool that allows the sales team to get knowledge faster, which, in turn enables them to be more accountable for their individual business.”

A 13+ Year Margin Minder User

# Measure Everything Everywhere!

## **Salient Enterprise Monitor™**

Integrate activity data from every process and function to provide comprehensive, nearly-limitless monitoring of productivity across the enterprise.

The Salient Enterprise Monitor delivers a never-before-possible management capability to connect strategic objectives directly to everyday decisions everywhere.



“Answers are available on the spot – practically as fast as the questions are asked... Seat-of-the-pants management is becoming a thing of the past. Within seconds, gut feelings can be documented or substantiated.”

A 13+ Year Margin Minder User



## Next Action

**Regardless of your type of industry, we can help drive up your margins and returns.**

Very quickly, your enterprise will expose waste and behaviors that detract from value. Your people will control the levers to add value, swiftly responding to business opportunities and constraints, and making continuous improvements in performance.

To discuss how Salient can help, call (607) 739-4511, or email the Salient Management Institute at [smi@salient.com](mailto:smi@salient.com).



### Priceless Benefits

“Better information, faster information  
and a more informed sales force — you  
can’t put a dollar figure on that.”

An 11 year+ Margin Minder User

“Margin Minder is the best reporting tool  
I’ve ever come across.”

Andrea Lutes  
Weinstein Beverage Company



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