



## Salient DSD

Shore Point Distributing Company, Inc.

# Shore Point Distributing Identifies Problems and Pinpoints New Opportunities with Margin Minder®

## Overview

Shore Point Distributing Company, Inc. is a 6 million-case Coors wholesaler also with a bevy of solid supporting brands such as Corona, Stroh, Samuel Adams, Pabst, Pete's, Sierra Nevada, Beck's, Spaten and Sapporo (totaling nearly 300 SKUs)

## Industry

Direct-to-Store Distribution

## Geography

Six counties in New Jersey, from the shoreline to the middle of the state

## Challenges

Shore Point was looking to upgrade data capabilities to evaluate the market better and make it easier for members of the sales team to get the information they needed

## Solution

Margin Minder® by Salient Corporation

Shore Point Distributing Company, Inc., a Coors distributor based in Freehold, NJ, covers six counties in New Jersey, stretching from the shoreline into the middle of the state. Physically navigating the terrain, though, has never been an issue for the company. But when the company turns to managing the sales of its 2,100 accounts, Shore Point relies on a special kind of directional guidance from Horseheads, NY-based Salient Corporation.

## The Challenges

The 6 million-case wholesaler – which also boasts a bevy of solid supporting brands such as Corona, Stroh, Samuel Adams, Pabst, Pete's, Sierra Nevada, Beck's, Spaten and Sapporo (totaling nearly 300 SKUs) – installed the Margin Minder® sales management system in early 1998. “We were looking to upgrade our data capabilities in order to evaluate our market better,” explains Tom Boylan, Shore Point's Associate Director of Sales. “Although our database software vendor has a very nice package, we found it difficult to get our sales team to use it routinely. It's so much easier to use Margin Minder® because it works seamlessly with the database.

## The Solution

“Margin Minder® gives us a road map of our business,” says Boylan.

The program actually leads us directly to problems and opportunities like a series of road signs and gives us the ability to guide our sales force with usable, up-to-date information. In this company, we like to say that ‘our people respect what the boss inspects.’ Margin Minder® is so comprehensive, there is no information the boss cannot inspect – it has changed the way we look at our business. Using the active data, we can break the business down to the finest level of detail to see exactly how we are performing by any cut of the business, from people to products, from packages to accounts.



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### The Results

This made life immeasurably easier for the company's brand managers, who are now able to take a hands-on approach to the data. Suddenly a portrait of any situation can be rendered in minute detail to help identify problems and pinpoint new opportunities.

Boylan notes two examples that have helped him manage his business more productively (and profitably). The company recently launched a new 12-pack bottles package under an existing brand, and "while we felt it would likely increase overall brand sales, it was difficult to project how it would affect brand margin. By using Margin Minder®, we saw that sales and revenues of the brand were up with the new package, even though margins were slightly down. Because we did this right at the introduction stage, the information helped us make adjustments and formulate a game plan in order to get the most bang for our buck."

The second scenario involved George Killian's, one of Coors' specialty brews. "We were looking at several ways to drive sales and profitability on this brand – invest in media, pricing adjustments, point-of-sale materials," explains Boylan. "The brewer supplied us with a new point-of-sale racking system, so we started there. We used the 'Collection' feature in Minder® to group all the stores where we installed the new rack, and compared Killian's sales in those outlets versus non-rack stores across our entire market. It's been a very unique learning experience for us because this is the first time we have been able to see, in full detail, the sales impact of a display system."

*Reprinted from Beverage World August 1998, Article by Tim Davis*

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*– All quotes are courtesy of  
Tom Boylan, Associate Director of Sales  
Shore Point Distributing Company, Inc.*

### 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.

