

Discovering True Profit among your existing Customers and Products

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Stirring the Pot

We're seeing a huge increase in manufacturers' appetite for understanding true profit at a very granular level. Progressive companies are looking at new ways of analyzing revenue and cost by order size, and even at the customer and SKU levels.

Armed with this new knowledge, they're uncovering opportunities to change programs, policies, and practices and drive significant improvements to their bottom lines.

But gathering and analyzing all of the data required to calculate true profit is difficult and time-consuming, so many companies simply don't make the effort. As a result, they are unaware of which customers contribute to profits, and which customers take away from profits. The same is true for their products.

When you stack up cumulative profit by customer (or product), you can create a "whale curve" which makes this information perfectly clear. And it will show you where to focus your Sales and Marketing efforts, and where to take action to move problem customers and products "up or out."



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The sad truth is that most of the profit you earn (yellow) pays for money-losing sales (red), leaving only a fraction for the bottom line (green).

I recently began working with a company that has solved this problem for distributors, and is now expanding their service to the manufacturer community. For over a decade, Waypoint Analytics (no relation to the Advantage Waypoint agency) has been helping companies build their bottom lines. Waypoint's system uses real-time transaction data, is unobtrusive and compatible with all ERP platforms, and provides customized reporting to light the way for their clients.

By assigning all of your handling, transportation, storage, and transaction costs, Waypoint literally creates a "P&L by Invoice Line." And because Waypoint gathers and analyzes your data using their own servers and software, there are no up-front purchases, IT projects, license fees, or long-term commitments required.

It will be well worth your time to invest 10-15 minutes for a Q&A session with Randy MacLean, founder and CEO of Waypoint Analytics. We should include your CFO and possibly Supply Chain people if possible. If you like what you hear, we can set up a 20-30 minute demo to give you a sense of how the system works and the benefits you'll receive.

To learn more and/or schedule a call with Randy and me, please [click here](#) and we'll make it happen.

Thanks and I look forward to hearing from you.

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