

Are your sales numbers increasing but your profits decreasing?

Do you know which customers drive your net profit and which erode it?

Do you have specific sales strategies for each of your customer types to maximize their contribution to your success?

If you don't like your answers to those questions, you need ProSales.

We created **ProSales** with sales empowerment in mind. Based on the National Association of Wholesaler-Distributors (NAW) customer stratification model, ProSales empowers companies to grow top-line revenue while increasing overall performance through elevating customer satisfaction.

How? Standard BI tools rank customers based on a limited set of criteria and then leave the analysis up to you. Connecting the dots becomes a largely manual, cost-prohibitive, and even error prone exercise.

ProSales not only delivers a robust set of cross-related KPIs for smart customer stratification, but also automates a comprehensive customer analysis. You spend more time addressing underleveraged sales and growth opportunities within your current sales mix—and less time messing with disconnected data points.

→ As a full-featured customer stratification system, ProSales offers:

- A holistic valuation of customers based on sound business logic and theory
- Focused guidance on the sales strategies and plans needed for customers of different rankings
- A path to properly manage less than profitable customers
- A calculation of true cost to serve
- A simple framework that is easy to run, update, and maintain
- Seamless operation with existing ERPs and tech stacks

→ Unleash the Hidden Sales Potential You Already Have

ProSales customers are excited to see profitable growth driven by:

- Improved sales force deployment and resource allocation
- Increased ability to identify new growth opportunities
- Increased alignment between sales compensation plans and company goals
- Improved sales negotiations
- Improved item pricing
- Improved inventory management
- Improved marketing communications

INVEST IN SMART GROWTH

ProSales is pre-built by customer stratification experts based on the framework developed by NAW – and it's ready to deploy!

- **ProSales includes the critical KPIs you need to track, the relationships between them, and how they impact each other.**
- **ProSales offers embedded education on customer stratification theory, tool explanations, and strategic insights to make learning and using the software easy.**
- **ProSales avoids the huge time and cost commitment of either hiring experts to write an application from scratch or using your internal IT resources.**
- **ProSales is an auto-maintained, deployed in the cloud application. Insights and analysis are always available to see—wherever you are—and when you need to see them.**

→ TAKE THE NEXT STEP

Start your journey to higher profits with ProSales. Drive growth in top-line revenue and bottom-line results, all while ensuring maximum customer satisfaction and loyalty.

Ready for
bigger results?
LET'S TALK.



➔ **STRATEGIES PROVIDE DIRECTION IN MANY DIFFERENT AREAS**

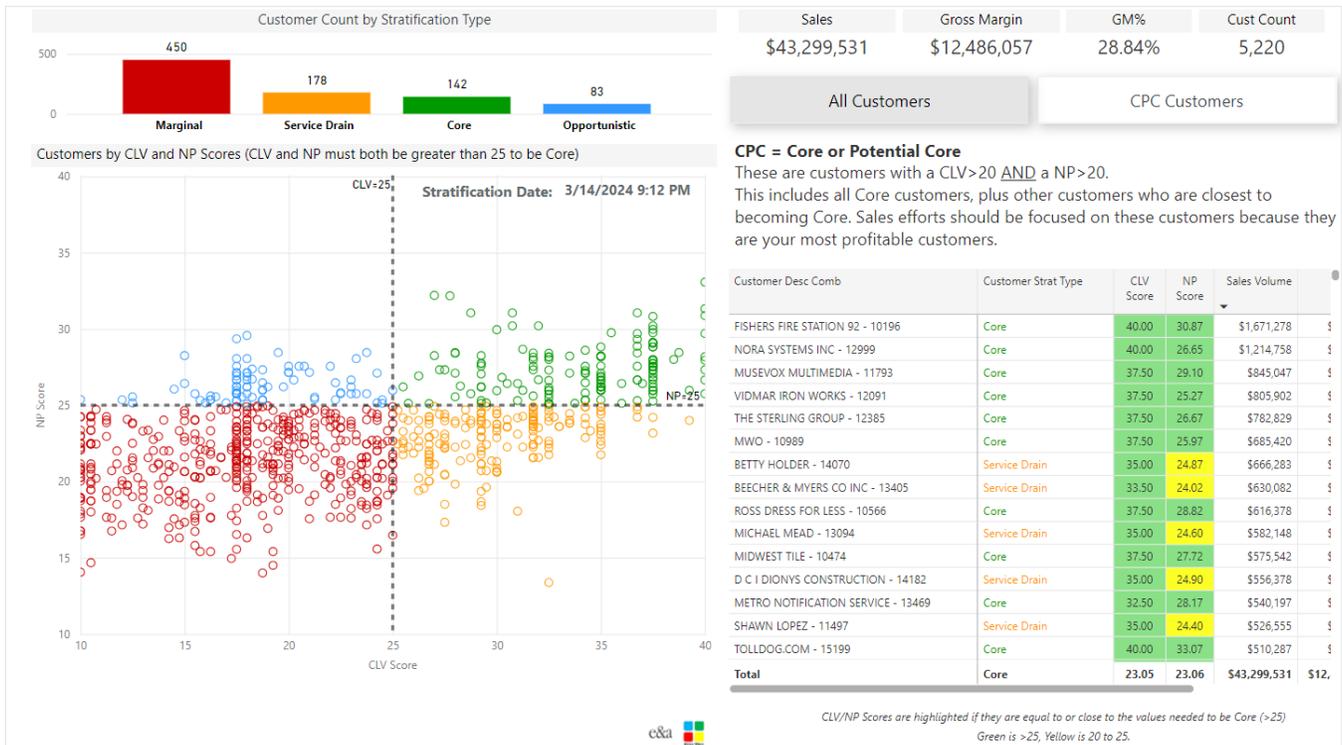
- Pricing
- Procurement and Inventory Mix
- Sales Activity
- Marketing Activity
- Internal Controls and Process Improvement
- Customer Service Offerings
- Customer Communication
- Customer Payment Terms

➔ **DIMENSIONS ALLOW YOU TO SEE DATA FROM MANY DIFFERENT PERSPECTIVES**

- Customer Stratification Type (Core, Marginal, Opportunistic, Service Drain)
- Customer
- Product Line/Group
- Supplier
- Salesperson
- Branch/Division

➔ **MEASUREMENTS/KPIS ARE THE FUEL FOR PROSALES – CUSTOMER STRATIFICATION**

- Sales and Gross Margin (\$, % and Trends)
- Customer Longevity
- Product Line Penetration %
- Unique Products Purchased
- Number of Sales Orders
- Order Consistency
- Revenue Trend
- Average Lines per Order
- Average Dollars per Order
- Late Payments
- Customer Returns
- Last Business Day Sales
- Days Since Last Customer Order



Sales	Gross Margin	GM%	Cust Count
\$43,299,531	\$12,486,057	28.84%	5,220

Buttons: All Customers | CPC Customers

CPC = Core or Potential Core
These are customers with a CLV>20 AND a NP>20. This includes all Core customers, plus other customers who are closest to becoming Core. Sales efforts should be focused on these customers because they are your most profitable customers.

Customer Desc Comb	Customer Strat Type	CLV Score	NP Score	Sales Volume
FISHERS FIRE STATION 92 - 10196	Core	40.00	30.87	\$1,671,278
NORA SYSTEMS INC - 12999	Core	40.00	26.65	\$1,214,758
MUSEVOX MULTIMEDIA - 11793	Core	37.50	29.10	\$845,047
VIDMAR IRON WORKS - 12091	Core	37.50	25.27	\$805,902
THE STERLING GROUP - 12385	Core	37.50	26.67	\$782,829
MWO - 10989	Core	37.50	25.97	\$685,420
BETTY HOLDER - 14070	Service Drain	35.00	24.87	\$666,283
BEECHER & MYERS CO INC - 13405	Service Drain	33.50	24.02	\$630,082
ROSS DRESS FOR LESS - 10566	Core	37.50	28.82	\$616,378
MICHAEL MEAD - 13094	Service Drain	35.00	24.60	\$582,148
MIDWEST TILE - 10474	Core	37.50	27.72	\$575,542
D C I DIONYS CONSTRUCTION - 14182	Service Drain	35.00	24.90	\$556,378
METRO NOTIFICATION SERVICE - 13469	Core	32.50	28.17	\$540,197
SHAWN LOPEZ - 11497	Service Drain	35.00	24.40	\$526,555
TOLLDG.COM - 15199	Core	40.00	33.07	\$510,287
Total	Core	23.05	23.06	\$43,299,531

CLV/NP Scores are highlighted if they are equal to or close to the values needed to be Core (>25)
Green is >25, Yellow is 20 to 25.