

# SALES ANALYTICS BALANCING POINT-OF-SALE SUCCESS AND LONG-TERM GROWTH

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Pricing. Promotion. Assortment. Sales force optimization. Analytics around such point-of-sale levers have been around for decades and are undertaken by most companies in some form. Think test-and-control or time series econometric modeling. But not all model price, promotion, and assortment together. Even fewer optimize with long-term brand building in mind.

Prophet's Sales Analytics approach is designed to optimize all point-of-sales efforts in an integrated fashion to maximize near-term sales needs while building brands for the long-term.

**It's brand building at the point-of-sale. As only Prophet is uniquely qualified to deliver.**

Prophet's Sales Analytics capabilities are rooted in our deep expertise in devising brand, marketing, and sales strategies that help transform businesses and fuel growth. We are known for our collaborative approach. For the way we escort our clients from the beginning to the end of the path we've charted together. And for our total investment in their success.

## The Prophet Difference

You may need to rationalize or optimize your assortment, understand how deeply to reduce price during promotions, and which promotions are working better than others. For more service-oriented sales experiences, optimizing the sales force is another critical aspect to analyze. Consider the advantages of our perspective:

SINCE ONE SIZE DOES NOT FIT ALL, WE BUILD INDUSTRY-SPECIFIC "SYSTEM MODELS" TO REFLECT THE UNIQUE CHARACTERISTICS OF DIFFERENT INDUSTRIES.

OUR MODELS REFLECT THE NEED FOR HARMONIOUS AND LONG-TERM BRAND BUILDING, VERSUS FOCUSING ON NEAR-TERM REVENUE GOALS ALONE.

WE FIRMLY BELIEVE THAT ASSORTMENT, PROMOTIONS, AND PRICING ARE THREE SIDES OF THE SAME COIN AND MUST BE INTEGRATED INTO THE MODEL.

OUR SALES ANALYTICS ARE DESIGNED AROUND BOTH IN-STORE AND ONLINE POINT-OF-SALE EFFORTS.

SALES REP INTERACTION IS A VITAL PIECE OF A BRAND, SO SALES FORCE OPTIMIZATION MUST INCORPORATE THE DESIRED CUSTOMER EXPERIENCE.

# Striking the Balance

There's little value to you if we crunch numbers and simply take the math at face value. It's dangerous to just optimize on sales, and models only explain how things behaved in the past. That makes it important to inject our clients' expertise into the process to mold and balance recommendations that maximize near-term sales needs and deliver the desired brand experience for long-term success. It takes strong collaboration with our clients – not just us doing math.

From beginning to end, we team with you to ensure we focus on those inputs that create the most meaningful outputs. It begins with data storm and validation sessions to ensure readiness for modeling. Our joint model reviews and scenario workshops apply Prophet's unique tools for creative thinking so that, together, we combine insights with customer research techniques to further specify improvement areas.

When it comes time to present the findings and their implications, we use advanced visualization techniques to bring the results to life for your team, making the recommendations clear, powerful, and, most importantly, actionable. And we're both able and ready to help you put them into play.

## Learn more

Are you ready to unleash the creative force of analytics for your business? Learn more about our offerings below or set up a discussion by contacting practice leader and Senior Partner James Walker at [jmwalker@prophet.com](mailto:jmwalker@prophet.com).

PRICE SETTING

PRICE OPTIMIZATION

PRICE LADDERS

PROMO AND MARKDOWN OPTIMIZATION

BUNDLING

SKU OPTIMIZATION

SALES FORCE ANALYTICS AND OPTIMIZATION

SALES FORECASTING

CHANNEL STRATEGY

## CASE STUDY

MONSANTO



Monsanto's agriculture business experienced a surge of growth, primarily through acquisition. The result was overlapping, often competing businesses and sales forces, going to market through multiple channels. An initial assessment of pricing data indicated a lack of consistent price dealing.

Furthermore, identical product features were being developed and sold under internally competing brands. Analytics provided guidance as to which assortment each brand should carry, pricing tiers, channel alignment, and desired sales force experience. Furthermore, the manner in which each branded business was aligned reinforced its designated position, guiding its point-of-sale experience. The premium brand was sold direct with the most sophisticated sales force, and the most advanced products with strict guidelines on its ability to reduce price. The low-cost brand was sold only online with a limited mass-market assortment.

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