

Selling More Through Data Analytics: Utilizing Today's Tools and Recognizing Tomorrow's

JOHN MITCHELL, CPMR(301)



Mike Budde Jr., Vice President – Data Jedi



Evolution of POS data exchange



1980's

- Hard copy data exchange
- Primary use was factory direct commission credit to location of end customer
- Reporting analyzed within 30-60 days after month-end



1990's

- CD's and floppy discs exchanged via snail mail
- Manufacturers began getting interested in marketing information gained from distributor POS reporting
- Reporting analyzed within 20-30 days after month-end



2000's

- Manufacturers receiving POS files via email transmission
- Reps access commission statements via email
- Data exchanged via EDI rarely
- Commissions and reporting within 15-20 days after month-end



2010's

- CRM, ERP, data mining
- Data analysis by end consumer of POS data
- What is this "cloud" everyone is talking about?
- Electronic commission reports more the norm
- Commissions and Reporting processed within 10-15 days after month-end



2019

- FTP/Dropbox and automatic transmission
- Data consumers create their own experience
 - *Dashboards
 - *Data warehouse
 - *Cloud-based reporting
- Instantaneous reporting trend
- Reporting analyzed within 5-10 days after month-end



2020's

- "Big data" integration
- Full system integration between Rep > Distributor > Manufacturer > Customer
- Instantaneous actionable data analysis

Celebrating the past

- Commission statement
 - By distributor totals
- Top customer summary
- Leads report

COMPONENT MFG, INC. Commission Report

December, 2014

Terr#	POS	ShipDate	Representative	Distributor	CurrMo Cost \$	CurrMo Resale \$	Comm. Sales \$	Comm Rate	Comm\$ Earned
03		12/31/2014	REP AAA						
				DISTRIBUTOR A	\$282.78	\$353.48	\$282.78	3.20%	\$9.05
				DISTRIBUTOR B	\$5,841.32	\$7,690.79	\$5,841.32	3.20%	\$186.92
				DISTRIBUTOR C	\$197.60	\$480.48	\$197.60	3.20%	\$6.32
				DISTRIBUTOR D	\$742.50	\$990.00	\$742.50	3.20%	\$23.76
				DISTRIBUTOR E	\$170.05	\$216.60	\$170.05	3.20%	\$5.44
				DISTRIBUTOR F	\$2,422.56	\$2,858.25	\$2,422.56	3.20%	\$77.52
				Totals For Terr No. 03-REP AAA:	\$9,656.81	\$12,589.60	\$9,656.81		\$309.02

RPT0012A_STANDARD - Prepared By: BUDDE MARKETING SYSTEMS, INC



Identifying some of the challenges

- Bad data vs. Good data
 - Reverse POS
- TIME- how do I get more?
- Incompatible Data Ecosystems
- Bad data starting at the source



Bad vs Good

05/01/10 CLASSICAL MUSIC DISTRIBUTORS PAGE 01
10:17 MONTHLY SHIPPING REPORT
MSR94 FROM 04/01/10 TO 04/30/10

CUSTOMER: Betty's Music Store
Muscatine Plaza
200 Lower Muscatine
Cedar Falls, IA 50613
USA

ACCOUNT NUMBER: 11887

CONTACT: Betty Yoder

MEDIA	QTY	DESCRIPTION	LABEL/NO.	UNT_PRC	AMOUNT
ORDER NUMBER: 536017 SHIP DATE: 04/10/10					

CD	4	Bartok, Sonata for Solo Violin	MK-42625	8.99	35.96
	7	Mozart, Mass in C, K.427	420831-2	9.00	63.00
	2	Luening, Electronic Music	CD 611	10.19	20.38

DVD	9	Scarlatti, Stabat Mater	SBT 48282	5.99	53.91
-----	---	-------------------------	-----------	------	-------

ORDER NUMBER: 536039 SHIP DATE: 04/21/10

CD	11	Beethoven, Pathetique Sonata, Arau	420153-2	5.99	65.89
	8	Mendelssohn, War March of the Priests	SMK 47592	8.99	71.92
	10	Pizzetti, Massa di Requiem	CHAN 8964	9.59	95.90

LP	6	Misc., Modern Trombone Masterpieces	ADA 581087	10.79	64.74
----	---	-------------------------------------	------------	-------	-------

DVD	6	Gershwin, An American in Paris	ACS 8034	5.99	35.94
-----	---	--------------------------------	----------	------	-------

AutoSave Off Sales 10 cust 2018 - no formulas March - Excel

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
	Principal	End Customer	CEM	Invoice Date	Mfg Part Number	Qty Shipped	Unit Price	Line Total	Product Line	Product Family	Distributor	Book Cost	Real Cost	Commissi on Rate	Agency Commissi a
1	Battle Electronics	CETRA Language Solutions	Jabil Maylasia	3/1/2018	6N-2214-N2PDC1	165	\$4.45	\$734.25			Hughes Supply			0.05	36.71
2	Battle Electronics	DDS Companies	ADATA	3/1/2018	4P-134PSTUSD C1	144	\$4.17	\$600.48			Curascript Specialty Distribution			0.05	30.02
3	Battle Electronics	DDS Companies	ADATA	3/1/2018	4P-134PSTUSD C5	144	\$5.40	\$777.60			Curascript Specialty Distribution			0.05	38.88
4	Battle Electronics	Express Diagnostics Int'l	Jabil Maylasia	3/1/2018	4K-N1C5TFRDC 1	1440	\$4.02	\$5,795.42			Digikey			0.05	289.77
5	Battle Electronics	Lyons Consulting Group	Jabil Maylasia	3/1/2018	5N-L1A4DC1	90	\$1.58	\$142.20			Graybar			0.05	7.11
6	BuildSquare	Express Diagnostics Int'l		3/7/2018		2	-\$444.60	-\$889.20						0.05	-44.46
7	BuildSquare	Express Diagnostics Int'l		3/7/2018		2	\$444.60	\$889.20						0.05	44.46
8	BuildSquare	Express Diagnostics Int'l		3/15/2018		2	\$667.35	\$1,334.70			Digikey			0.05	66.74
9	BuildSquare	Express Diagnostics Int'l		3/15/2018		2	\$2,116.80	\$4,233.60						0.05	211.68
10															



Quality data is the foundation of analytics

Before you ANALYZE, you must HARMONIZE

Bad Data

- Multiple formats from multiple sources
 - Changing month to month
- Customer name variations
- Large volume of information to mine
- Summaries rather than raw detail
- PDF is the enemy!
- Hardcopy, really?

Good Data

- Electronic detail file
 - Ready for my system?
- Harmonized information
 - Customer name
 - Location
 - Product fields
- Data matches your commission statement
- Timely
- USEFUL



The Benefits of Great Data

- Why is it important for manufacturers provide this data? How can we benefit?
 - 87% of respondents said data is key to new business growth and for delivering better results for customers and clients. Eighty-six percent of those surveyed viewed data as the foundation for making important business decisions.
 - [Survey of 2300 global business and technology leaders from MIT Technology Review Insights 2019](#)
- 1. Drive new business with synergistic selling
- 2. Protect existing business
- 3. Closing the loop of daily action to increased revenue
- 4. Always have something to talk about



The Rep's Advantage

- The Synergistic Sell!
 - Multi-line selling creates “pull through business” from the line card
- Reps have access to data intelligence that a manufacturer does not
 - Distributor reports have more detailed information than what's received from a manufacturer's IT and Accounting departments
- No person out there better to analyze that data than the multiline sales rep
 - The Rep microscope is better - the Rep's motivation to monitor trends at the little customers, not just the big customers
 - Rep's local and tribal knowledge of the up and coming companies in the market engage your line sooner than your competitor



Associated Sell Example



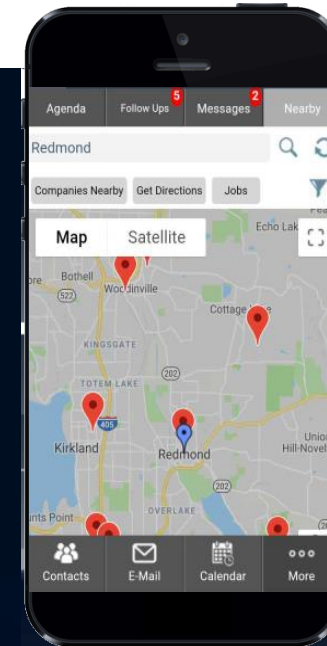
Action items:

- 1) Pay attention to part numbers
- 2) Segment your product lines for the “anchor parts”
- 3) Surface marketing signals of associated sell opportunities

Associated Sell

"Tom, here's a list for you run down"

Primary Customer	FTB Part Number	Product Family	Quantity	Sales Team	Invoice Date
Microsoft - Redmond	7E-1114-NSDC1		2,000	Nathan Lucas	Saturday, September 1, 2018
Microsoft - Redmond	7E-1114-NSDC1		2,000	Nathan Lucas	Monday, October 1, 2018

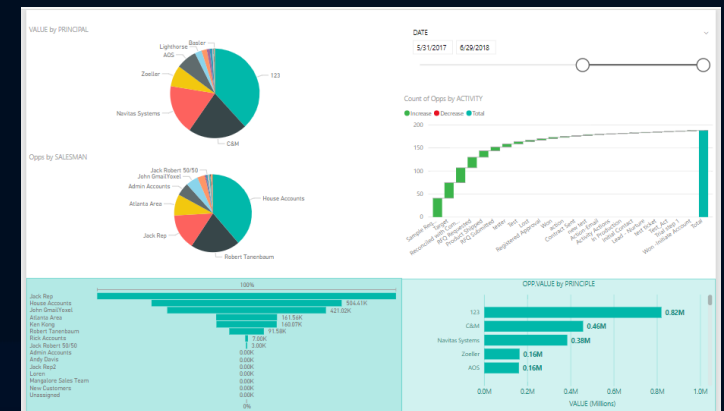


Protecting Revenue

- Lack of visibility into supply chains (especially overseas) cause “slippage”
- “Holes” reports show you:
 - AVL line switches for commodity parts
 - CEM changes – “losing the connection”
 - End customer’s product volume tapering
- Closer to real time and real interaction the better



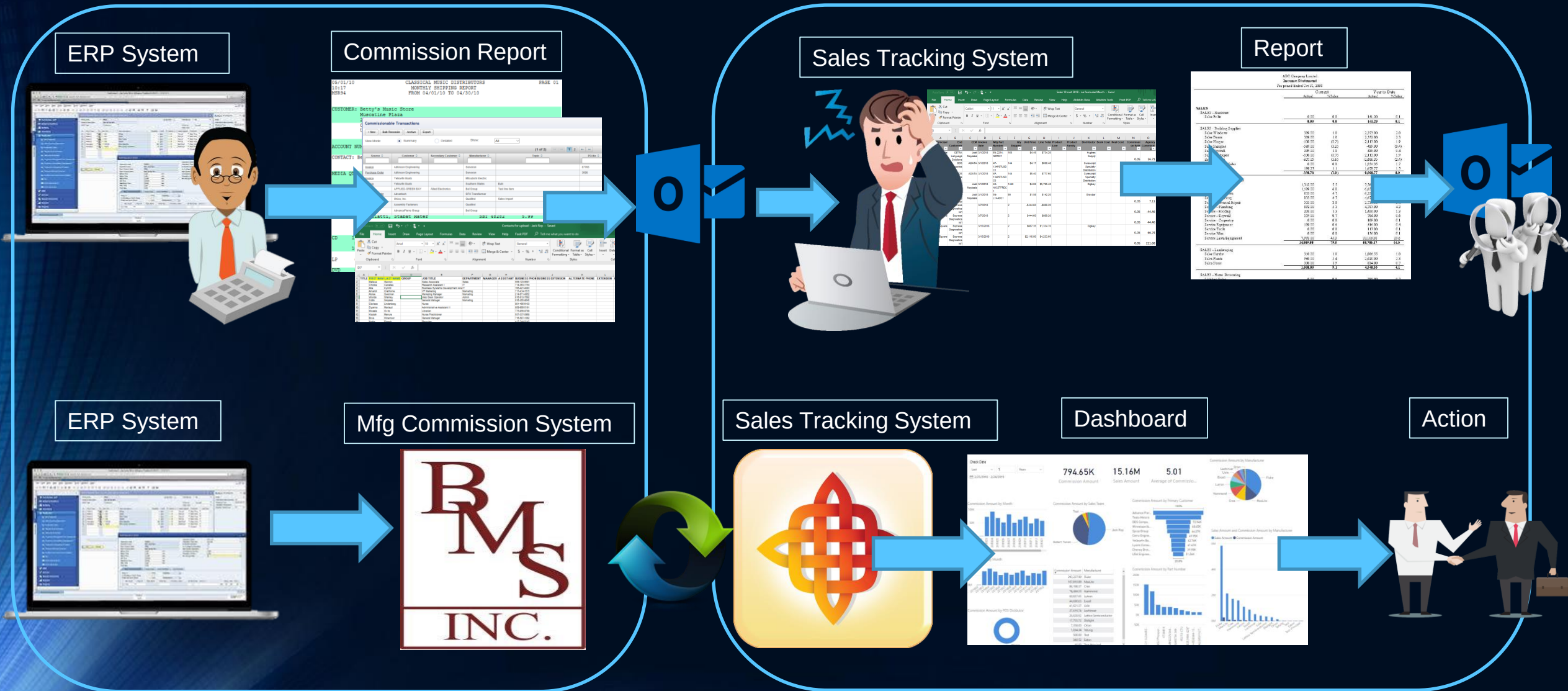
Part Number	Primary Customer	Over \$20k by % down	Sales Amount	Sales Team
.852 Phospor(Block)x2 5851T5	Lyons Consulting Group	48.64%	269,307.95	Brian Maddox
.852 SS4(Block)x2 5852	Lyons Consulting Group	13.82%	76,510.80	Brian Maddox
.852 Phospor(Block)x2 5852	Lyons Consulting Group	8.21%	45,457.80	Brian Maddox
.8TU Phospor(Block)x2 5851T5	Lyons Consulting Group	8.10%	44,854.40	Brian Maddox
.852 Phospor(Block)x2 5851T5 28x24	Lyons Consulting Group	6.36%	35,200.00	Brian Maddox
.852 SS4(Block)x2 5852 28x24	Lyons Consulting Group	5.20%	28,795.00	Brian Maddox
	ABS Yacht	5.13%	38,428.76	Brian Maddox
.852 SS4(Ex-JTude)x1 5852	Lyons Consulting Group	4.54%	25,118.00	Brian Maddox
Total		100.00%	563,672.71	



Embracing the Future Now



Celebrating the Past | Embracing the Future



How to get started

1. Ask your manufacture for better data
2. Internally develop a clean list of customers
3. Surface data insights that drive behavior
4. Plan you 30-60-90 day schedule based on the data and the trends
5. Plan time on your calendar to review your hole reports



Questions

1. Is your data driving your behavior today?
2. What challenges have you faced?
3. How have you overcome those challenges?
4. How has your sales team adopted the data-driven behaviors?

