

# Trade Promotion Management Interrogation: Part II



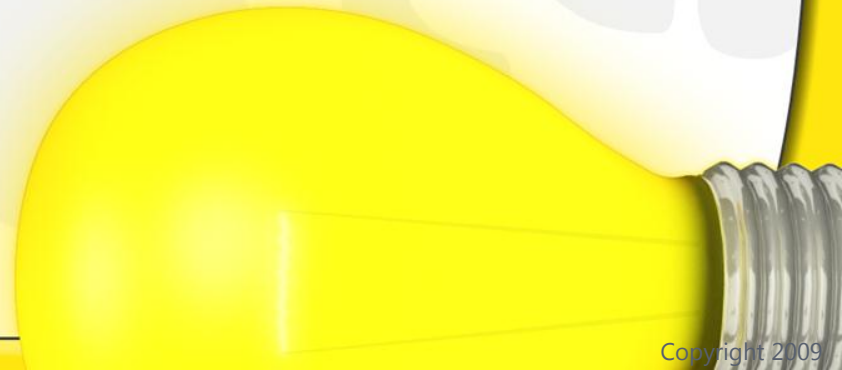
# Housekeeping

- Attendees are in “listen-only” mode
- Type your TPM questions into the chat box located on the left hand side of the screen.
- Dial-in by phone to hear the conversation

# Meet the Presenter



**Rob Whynot**  
Sr. Project Manager



**What is the best way to measure ROI for brand equity building promotions that may have a longer payout time than price/feature-oriented promotions?**



**Who is the person typically responsible for TPM at the retailer and how are they incentivized?**

**What type of local versus regional and national control do they have over TPs?**

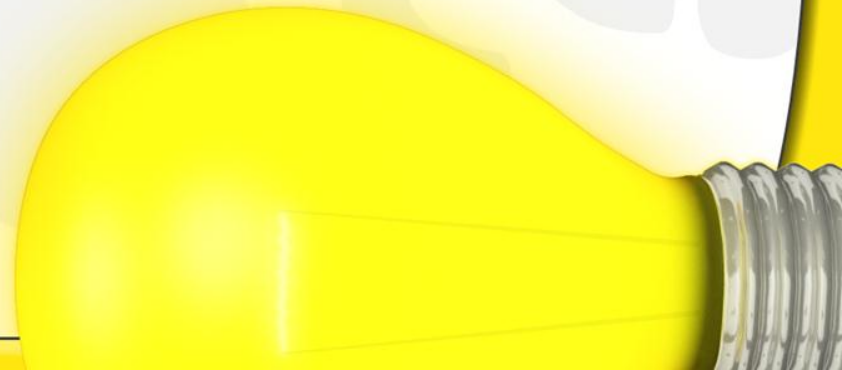


**How will a TPM system  
save me money?**



# 5 Ways You'll Save

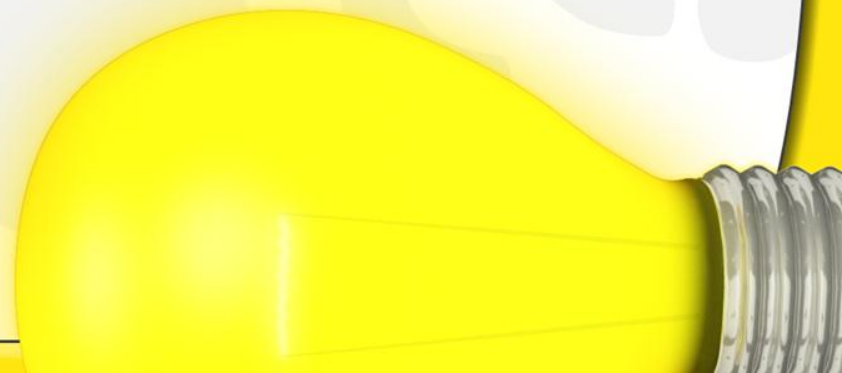
1. **Improve Forecast Accuracy**
2. **Eliminate Unprofitable Promotions**
3. **Redeploy or Reduce Resources**
4. **Improve Trade Liability**
5. **Increase Visibility to Risks and Gaps**



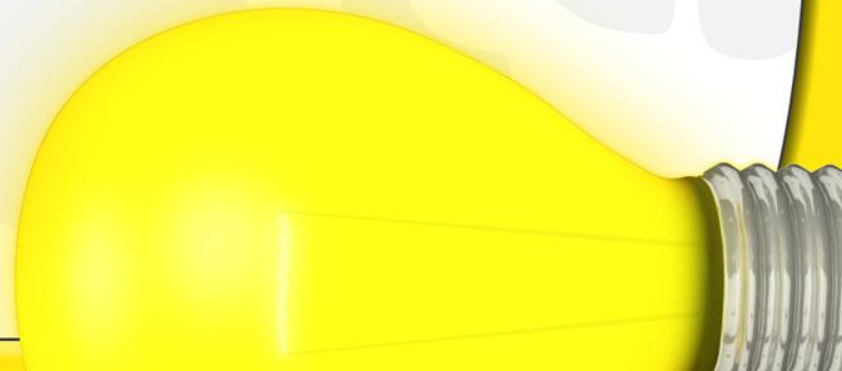
**Can a TPM solution make closing my books easier?**



**YES!**



**What's a realistic timeframe for a company to be up and running on a TPM system?**



**How can I sell a solution to my boss?**



# POLL #1: What do you think? Is it:

**A.**

Improve  
Forecast  
Accuracy

Refined &  
Accurate  
Accruals

**B.**

**C.**

Minimize  
Deduction  
Balances &  
Post-Audits

Vision to All  
Promotional  
Activity

**D.**



# Use **ALL** to Sell TPM to Your Boss!

Improve  
Forecast  
Accuracy

Refined &  
Accurate  
Accruals

Minimize  
Deduction  
Balances &  
Post-Audits

Vision to All  
Promotional  
Activity



**Is a company ever too small or too big for a system?**



**How much does a TPM system cost?**



**Less than You Think...**

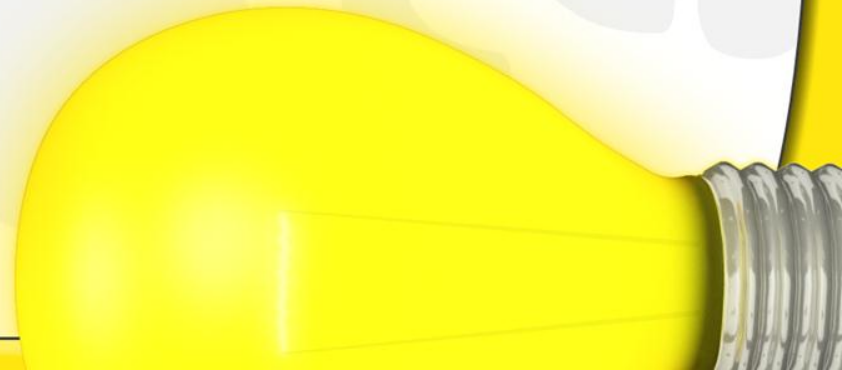
**As little as \$2,500/month**



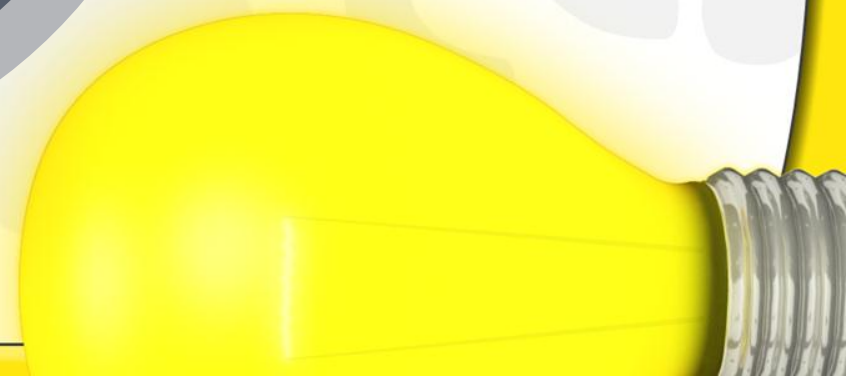
# **What is your definition/differentiation between a TPM and TPO system?**

TPM: Trade Promotion Management

TPO: Trade Promotion Optimization



# TPO is...



**What department would lead the effort to implement a TPM system?**



**POLL #2: Which functional area do you represent in your company?**

**A. Sales**

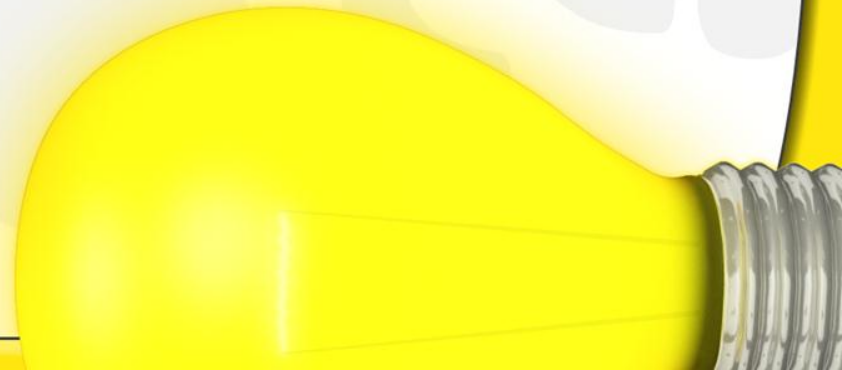
**B. Finance**

**C. Operations**

**D. Admin**

**E. Marketing**

**F. CEO**



# ALL Departments Deal with TPM

Sales

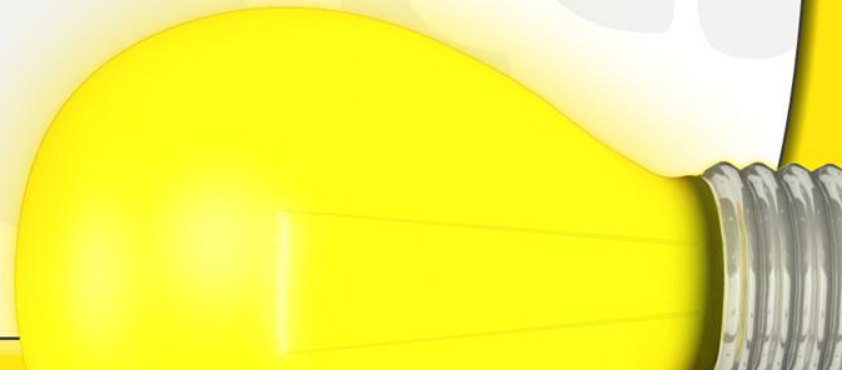
Finance

Admin

CEOs

Operations

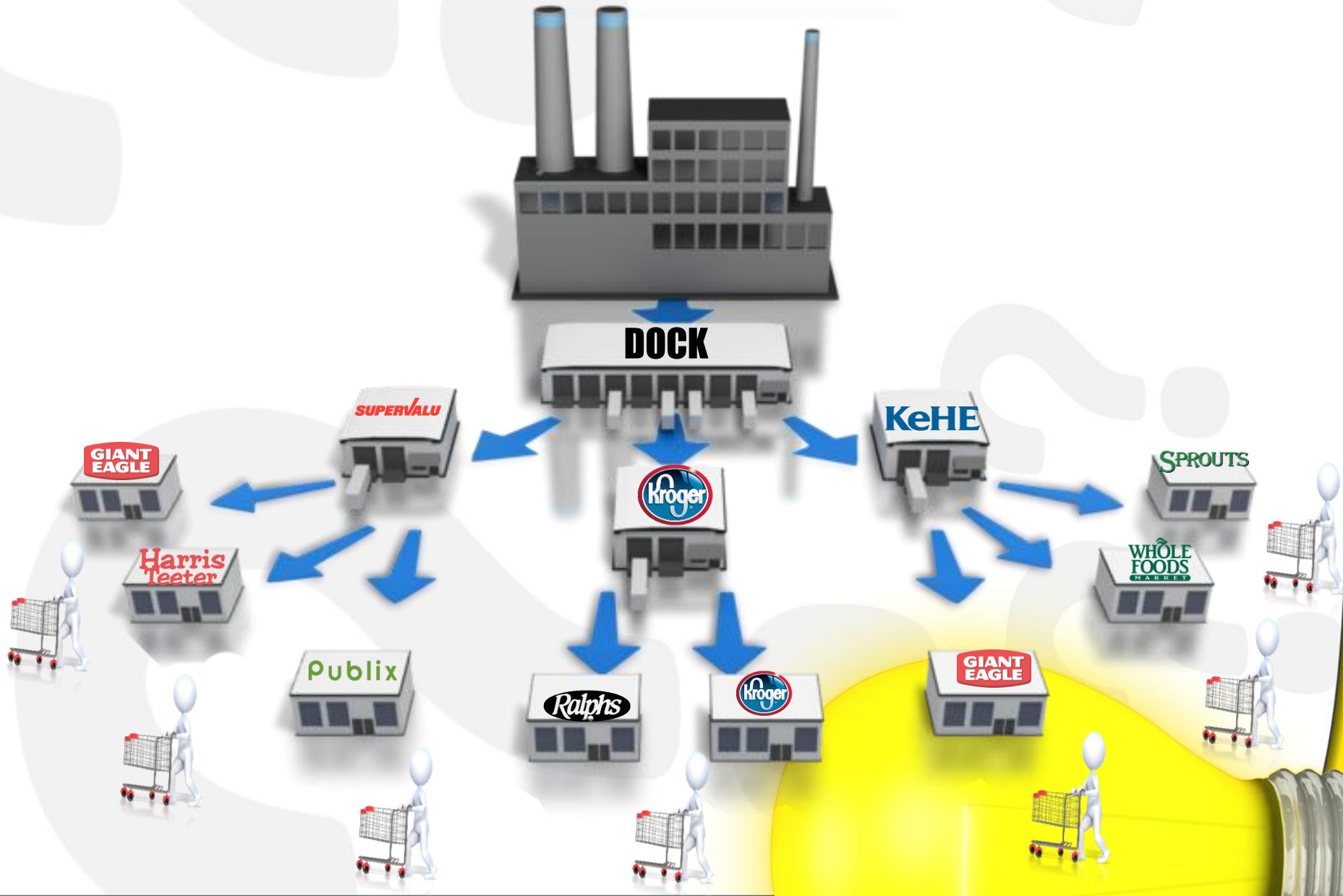
Marketing



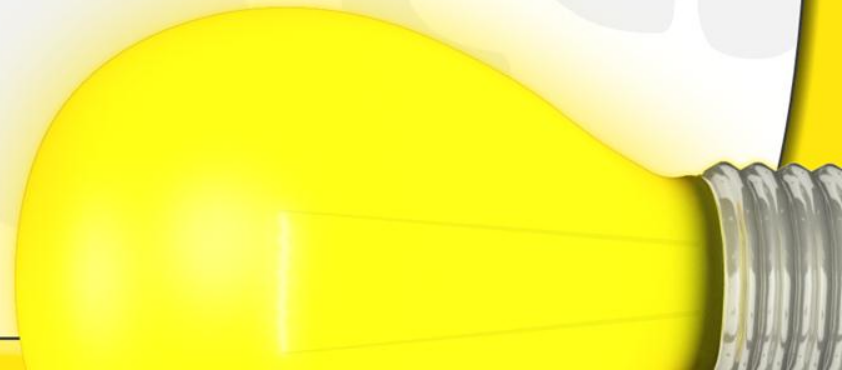
**How will this help with in-directs?**



# Manage Business at All Levels



**Can you explain what SaaS is and what it means to me? (Non-IT)**

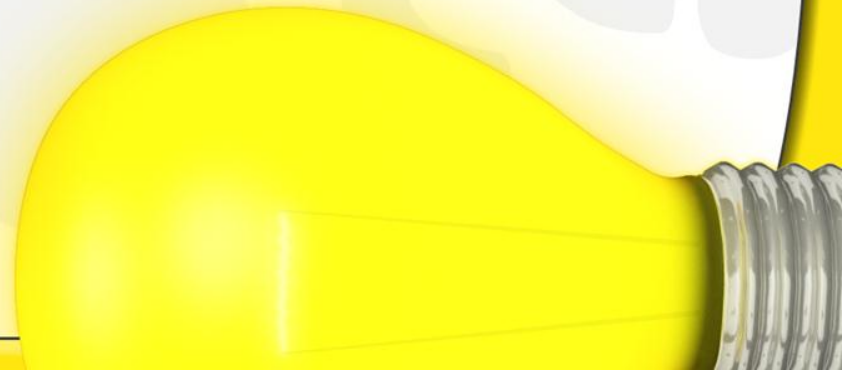


# In the Cloud

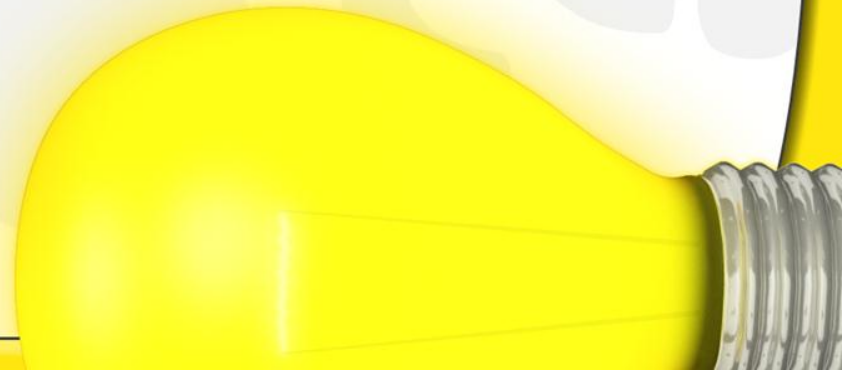
**Lower Cost Solution**

**Reduces IT integration  
Resources & Time**

**No Upfront Costs**



**What should I look for in a  
TPM solution?**



# Always Look for:

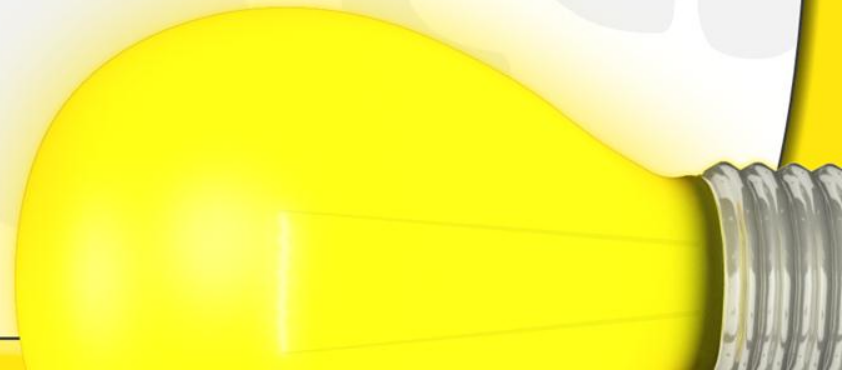
Scalable



Configurable



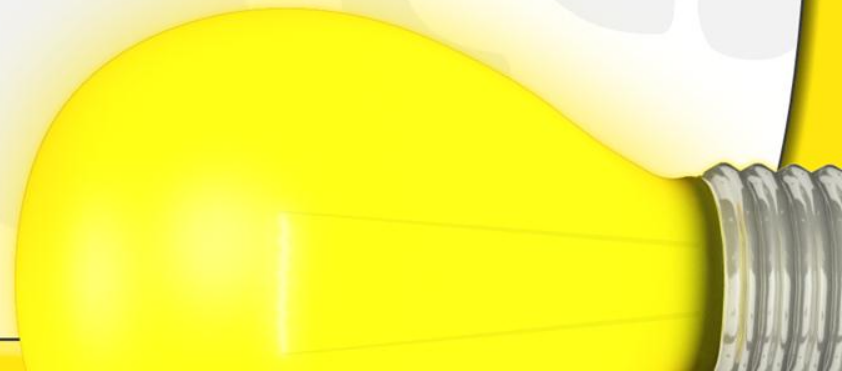
Easy to Use



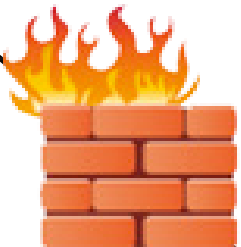
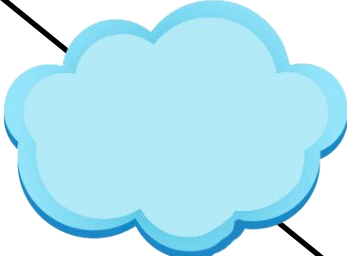
**Can this help me with deductions  
and post-audits?**



**How does a TPM system integrate with an existing ERP system?**



# Simple Extension:



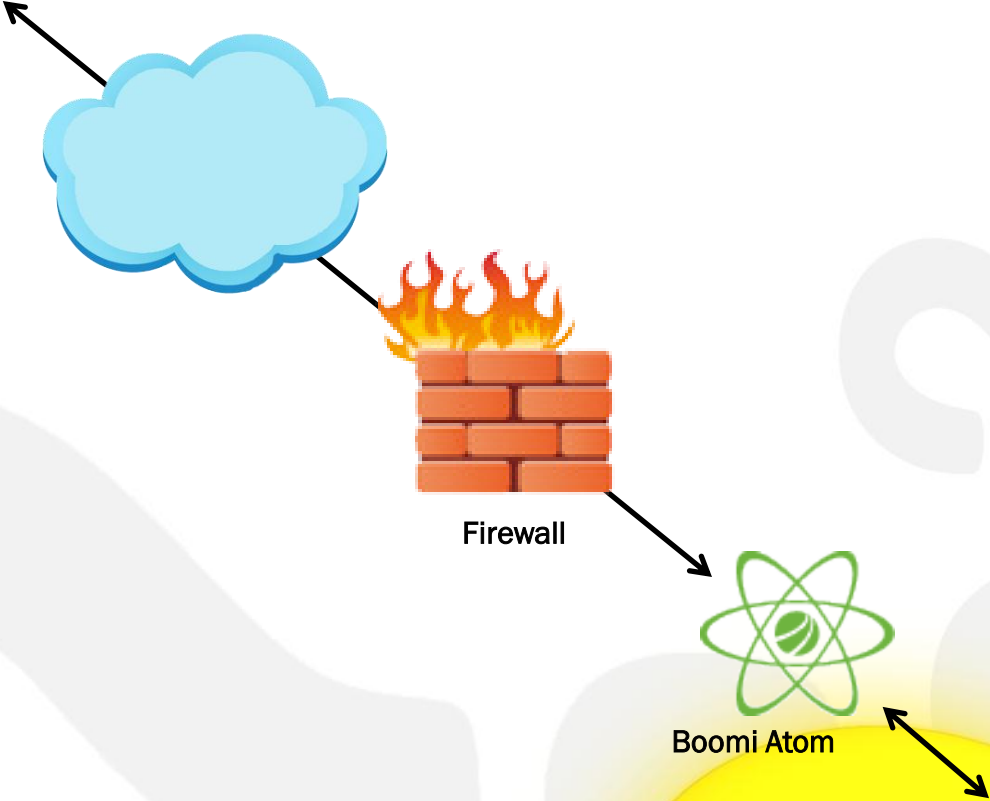
Firewall



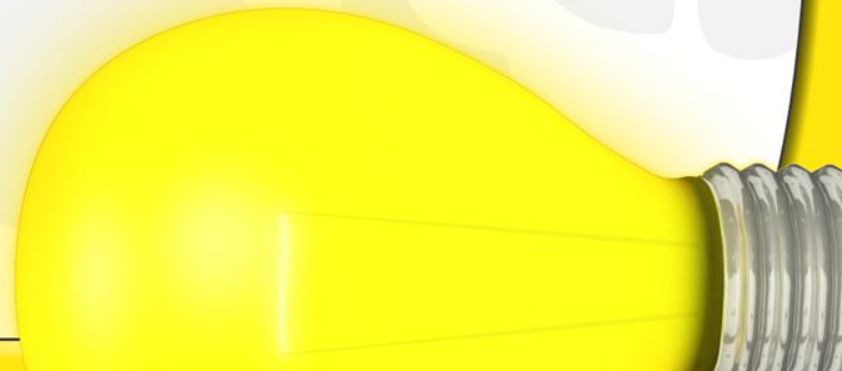
Boomi Atom




Financial System



**Can you give an example of how a company benefitted from a TPM tool?**



# Real Client Results

- **Uncovered** over \$40,000 worth of invalid deductions
  - **Reduced open deductions** by 65% to less than 1% of revenue within 12 months
  - **Finished one penny under trade budget** on a rate basis
  - **Discovered** \$1.3M of double dipping in first year
  - **Improve gross margin** by 3.4 points, resulting in millions of dollars in trade savings while growing sales
- 

# More Questions?

