The fundamentals of running a business haven’t changed. What has changed? How quickly companies can implement these fundamentals during a pandemic, when things seem to be changing hour by hour. Keeping the ship stabilized can get tricky, right?

Here are four areas of your business that can keep you anchored while being in the midst of creating new business norms for the future.
Margin

Defined as the difference between a product or service’s selling price and the price that the distributor paid for that product or service, margin plays a critical role in a company’s healthy cash flow. Put simply, when you increase your margins, that money flows right to your bottom line.

Dashboard views of your ERP data and other business systems provides at-a-glance views of margin performance across customers, locations, and products. Zero in on your sales reps who are discounting too much and maximize margin by looking at the entire vertical market to make sure you are selling uniformly. Check progress daily to see if you are meeting margin goals.

Consider that two percent of extra margin for a company with $10 million in revenue is $200,000 straight to the bottom line with no extra work. How much more could you make with this information easily in hand?

What is 2% margin worth to your company?
Inventory

The days when a distributor could afford to let unwanted, obsolete products sit around in the warehouse, gathering dust, are long gone. As you work to create your new business norm, the combination of effective procurement procedures and getting rid of dead stock can have a significant positive impact on a company’s cash flow now and for the future.

Distributor analytics help you identify which products are making you the most money and which are destined to become a bad investment. Trending analytics show you products that are declining in sales and where to sell them before they get stuck on your shelf.

Danger! These items are likely to be next year’s dead stock.
What’s your process for managing your current sales volume…now? Can you keep up with orders or do sales need a nudge in a better direction?

Highlight customers that are growing for you and which are tapering off so you can give both types the proper attention. Showing your sales reps where to spend their time for the best return can pay off big-time, such as knowing which products a customer has stopped buying so they can get that business back before it’s too late.

Are customers buying products from someone else?
Running manual reports is a time-intensive process. It’s a headache you don’t need when you’re adjusting quickly to meet business needs now. When you have the chance to get them all compiled, they often only give you a look into the rear-view mirror with little or no perspective.

Looking at expense data before month end close helps put expense control in the present. For example, you can see how each expense is trending and compare it to previous periods, against sales, gross profit or another branch of your company.

Drilling down into the ledger account can show what part of that expense category is the problem—and you can do all this as your month unfolds so you have time to do something about it.

Is a 25.9% increase in expenses bad?
The combination of MITS business analytics and Tour de Force CRM provides distributors with the data needed to uncover more sales opportunities, create efficient workflows, and close more deals faster; all in one platform that integrates with your ERP and other business systems.

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