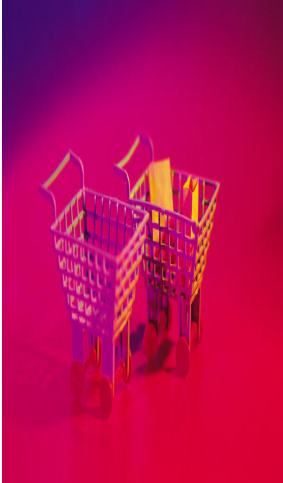


Bringing Results to Trade Funds Management

Fund Manager Tools



A Trade Funds Management framework with "Informational Foresight"

Currently used by Procter and Gamble Canada with these wins:

- Targeted volume building plans
- Improved use of trade spend dollars
- Fewer and less severe deficit positions
- Decrease in successful profit recovery efforts

Turn back more to the bottom line

• Plan and deliver – By putting dollars toward effective promotions you can identify areas where spending less means more – in profits that can return to the bottom line.

Increase sales volume with effective promotions

• Budget, forecast and track – Fund manager tools provides account handlers with access to customized, instant results of past promotions and their level of success at the customer to assist them in achieving their volume targets.

Improved payout (ROI) on promotional activity

• Measure and analyze – Tools focus sales executives on high-impact activities with their customer. Using analysis and metrics that can be benchmarked against goals allows account handlers to "test" payout scenarios and forecast at a glance how much a promotion should pay out before committing to it.

Fewer out of stocks and short ship situations

• Manage and prevent - More accurate demand forecasting and visual models, can minimize out of stock or short ship situations. Bridges communication gaps between functions.

Earlier detection of overspend situations with clearer audit paths

• Inform and be proactive - Better tools to track the entire cycle of sales promotions and events, to prevent unauthorized deductions and maintain known spending and deduction rates, including a clear audit trail.

Fund Manager tools encompass the entire cycle of sales management and promote selling as an organization.

Components include:

- Shipment Volume
- Available \$ to Spend
- Evaluation of alternatives
- Post Event Analysis
- Anytime balance of funds (actual and projected)



Let us show you how "informational foresight" can bring more value to your bottom line.

• We will take you through the first, small steps by showing how your organization can "know more" when it comes to trade funds management.

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