

## Revenue Management Template

**Client Value Proposition:** Increase profitable sales. Rapidly deploy and leverage sales information and analytical tools to plan, track, and manage sales against budgets and revised targets throughout the fiscal year. Leverage trend and current information to target new sales activities, identify customers and products with high or low profit margins, nurture high-profit accounts, manage prices, and ensure attainment of sales targets.

**Strategic Value:** Allows company to actively manage revenue attainment, react to adverse revenue trends, build on unexpected successes, measure new product uptake, and optimize pricing.

**Information and Analytical Capabilities Provided:** Delivers historical and current item level and aggregated information about sales, gross margins, and other relevant facts such as average selling price and variances from plans. This information allows for multi-dimensional analysis of revenue, e.g. by time period, customer, internal SKU, customer SKU, distributor, broker, and so forth. The information and analytical capabilities enable clients to actively manage the business factors that drive increased sales and sales performance by employing leading edge tools and proven best practices for revenue management, pricing, and profit management.

**Bonus Opportunity:** Leveraging POS data, syndicated data, and other enterprise data allows for improved demand forecasts, a key factor for solid revenue budgets.

**Related Templates:** *Category Management & Assortment Optimization, Cost and Financial Analysis, Business Performance Management, Sales and Operations Planning*

**Meeting Food Industry Challenges**