



ProCreo™
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Most manufacturers tie sales compensations with new sales revenues, while this methodology is not wrong, however, it may not work for all businesses. Indeed, one manufacturer was suffering low profit margins for years because they were linking their compensation initiatives with new sales revenues. Sales people had no incentive to protect the price margins and were compelled to sell at any permitted price under the pretext to secure their incentives. When **ProCreo** was used, the Intelligent Pricing Engine suggested a range of prices under which sales persons at any level were not permitted to sell, in order to protect profitability while remaining very competitive in the market of operation. It also identified which sales incentives ranges could be offered to sales reps in order to ensure that prices remain competitive within the high profitability bracket.

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A major retailer was struggling with certain losses at the level of one of its main branches, the obvious decision was to start making certain employees redundant. However, after applying ProCreo Root Cause Analysis, they were able to identify what was in fact causing the losses. If the decision to lay off employees was carried out, significant business knowledge and human capital loss would have caused detrimental effects that would not have been recoverable in the foreseen future. ProCreo has successfully identified and ranked the variables causing the malperformance at the level of the branch. Without ProCreo it would not have been possible to learn that Variable Cost, not Employee Cost, was the root cause behind the losses.

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