

KNOW WHICH PRODUCTS WILL SELL

The sheer number of auto models and emerging technologies on the market today have created a staggering degree of complexity for service parts suppliers. In fact, the need to manage as many as 100,000 to 150,000 SKUs is now the norm for automotive distributors serving the B2C market, while distributors in the commercial market easily juggle multiples of that amount. Add to that the varying frequencies with which different SKUs turn over,

supersessions, and new part introductions, and you've got a nearly impossible challenge for your sales reps – fluency in their product portfolios and the ability to meet the expectation that they'll grow deal values through cross-sell and upsell opportunities. PROS guides sales reps to the SKUs their customers are most likely to buy. These recommendations, along with cross-sell and upsell predictions,

PROS removes the unrealistic need for sales reps to understand the ever-increasing number of products and their complements by guiding them to the SKUs their customers are most likely to buy.

enable you to increase deal size and grow your footprint at each account.

PRICE EACH OFFER TO WIN



The automotive and service parts market includes many different types of customers, from a dealer franchise of a Detroit Big Three automaker to

the traditional parts distributors like NAPA, and to the many independent warehouse distributors, jobbers, or installers that purchase the part directly or from a multi-tiered channel. The price each one will pay for a specific product varies based on their position along the distribution chain and the pricing pressures or availability of the service parts supply. How big would the impact be if you knew the highest price a customer would pay and charged that price?

That's exactly what PROS does. We give you insight into what each customer is willing to pay across your product portfolio in the form of prescriptive price recommendations based on real-time customer buying patterns, so you can stop unnecessary discounting and capture the value of every sale. This is far more effective than managing parts in a traditional way, where a standard markup strategy on purchasing costs is applied to a large number of parts, e.g., medium- or slow-movers. PROS provides smarter, more sophisticated service parts management and pricing that can help you achieve significantly higher profits.

One of our automotive service parts customers has successfully used price optimization to generate \$5 million in just 28 days.