



**THE
DISTRIBUTION
TEAM**

GROSS SALES IS FOR VANITY, PROFIT IS FOR SANITY

(60-75 MINUTES)

As we walk around conventions and industry gatherings, we hear all sorts of commentary on top line revenues. Big sales and big numbers rule the cocktail hour, but where does the rubber really meet the road? We pay our bills and line our pockets with profit, not sales. If you are person responsible for setting pricing direction, this event is for you. In this session, we will talk about driving a culture of profit in your organization. It starts with educating the team about how money works and continues with proven margin enhancement strategies. From raising prices to reducing expenses, this session will give you the tools you need to unlock significant improvements in gross margin and ultimately net profit. Now let's go hunt some cash.

LEARNING OBJECTIVES:

1. Teach employees how to become cash hunters
2. Reduce expense without jeopardizing customer service
3. Use data to discover gross margin opportunities
4. Expand penetration in high net profit accounts