

# 4 WAYS TO IGNITE YOUR TRADE PROMOTIONS

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## REDUCE SPREADSHEET DEPENDENCY

Trade Promotion Optimizations systems harmonize data by compiling consumption, spending and shipment numbers into one, easy-to-use intelligence center in a fraction of the time it takes to enter it manually into Excel



## ADOPT AN ANALYTICAL MINDSET

Instead of focusing on individual transactions and disconnected events, focus should be centered around quantifiable performance trends, cause and effect relationships and accurate predictive scenarios.



## COMMUNICATE AND EMBRACE CHANGE

Adoption of an analytical mindset is a drastic change to many organizations.

With change comes a need to communicate with your team to make sure the change has the intended results. Open the dialogue about what the change should accomplish.



## BEST PRACTICES

There has to be a partnership between manufacturer and solution provider that focuses on achieving a goal from the start of conversations by means of implementation, training and roll-out. It's important that this conversation continues on through use and product enhancement.

