

MAADA CONSULTING SOLUTIONS			
COMMON PROBLEMS	DELIVER RESULTS	BUILD THE FUTURE	AVAILABLE TOOLS
<p>Tactics: Mis-aligned Price Mechanisms</p> <p>List price curves, trade fund distributions not aligned to pricing guidelines, promotion funding, and distribution objectives.</p>	<p>Provide training and work with client to revise current list price curves and trade fund distribution methods.</p> <p>Introduce price ladders, Indexes, Waterfalls and other techniques to improve DPSMS/ KPIs.</p>	<p>Training on how to create price curves and estimate required trade funds for budgeting and distribution methods across channels.</p> <p>Refresh training for new players every operational plan.</p>	<ul style="list-style-type: none"> • Price Curves • Price Ladders • Price Indexes • Price Waterfalls
<p>Process: Cross-Functional Conflict:</p> <p>Marketing, Product Development, Supply Chain, and Sales planning processes are not in sync, leading to unnecessary conflicts around annual operating plans.</p>	<p>Interview stakeholders to identify perceptions and flash points in the process.</p> <p>Advise client on improved process and help through first cycle.</p>	<p>Process mapping for managing operational planning between marketing and sales.</p> <p>Review of customer team incentives and match with marketing objectives.</p> <p>Review of trade policies and how they align with marketing strategies.</p>	<ul style="list-style-type: none"> • Process Mapping • Conflict
<p>Metrics: Wrong or Missing Metrics for Success</p> <p>Metrics and monitoring are not in place to measure outcomes and provide information for future optimization. Incentives are misaligned to desired outcomes.</p>	<p>Metrics that better align to outcomes are identified as part of initial recommendations.</p> <p>Dashboards and other means to police are made available.</p>	<p>Ongoing advice on which metrics to measure, their sources, and how to make visible on an ongoing basis.</p>	<ul style="list-style-type: none"> • BI Dashboards • Predictive Analytics
<p>Information Flow: Information Not Available to Guide Decisions.</p> <p>The right analyses and data are not available when needed by the organization for decision-making or control purposes.</p>	<p>Workshops to identify information needs at different points of price decision-making process.</p> <p>Work with client to collect information to support current decisions.</p>	<p>Advise on structuring of data, analyses, and systems to better sync up with ongoing decision-making and control processes</p>	<ul style="list-style-type: none"> • Process maps
<p>Policies: Pricing / trade policies are not enforced</p> <p>Polices are not streamlined, unclear, or inconsistently implemented.</p>	<p>Review current and desired strategies and match against formal policies – suggest changes to bring into line with new strategies.</p> <p>Review form and enforcement of policies to improve awareness and effectiveness</p>	<p>Set up regular sessions for policy reviews.</p>	
<p>Change Management:</p> <p>Change agenda stymied Effort required to implement new strategies and tactics are underestimated, threatening their success.</p>	<p>Clarify change agenda, analyze key stakeholder motivations, and develop plan to change their mindset and skillset to better support agenda.</p>	<p>Ongoing advice on change agenda progress and opportunities to encourage/accelerate.</p>	