



MEMBER SUPPORT

SALES • SERVICES • SUPPORT • SOLUTIONS

Drive Whole Store Profit Optimization with ProfitTrax AI

ProfitTrax is an all-in-one, Whole Store Profit Optimization System serving every department, guaranteed to reduce internal gross margin erosion 12-15% in just 12 weeks. With deep analytics and proven-effective best practices training, ProfitTrax streamlines and simplifies store operations to improve labor efficiency and inventory turns, and grow gross margins up to 18% for a 5:1 ROI *.

Analytics are important but training Store Teams to consistently use technology and proven best practices for profit improvement is the vital key. This is where ProfitTrax is best-in-class... **GO BEYOND WITH...**

If you aren't beating your sales and gross margin budgets, let's talk.

Advanced Analytics for the Answers You Need

ProfitTrax Exclusive #1: Augmented Intelligence applied to your data determines what behaviors and practices likely caused your KPI results, and guides store teams (in plain English) to "sticky" corrective actions.

REDUCE SHRINK LOSS UP TO 15% IN JUST 12 WEEKS

1 ProfitTrax is an Enterprise system of deep data analytics that interprets store data to determine sales and profit shortfall "causation" and enable consistent Merchandising and Store Operations Best Practice execution vital to grow sales and profit.

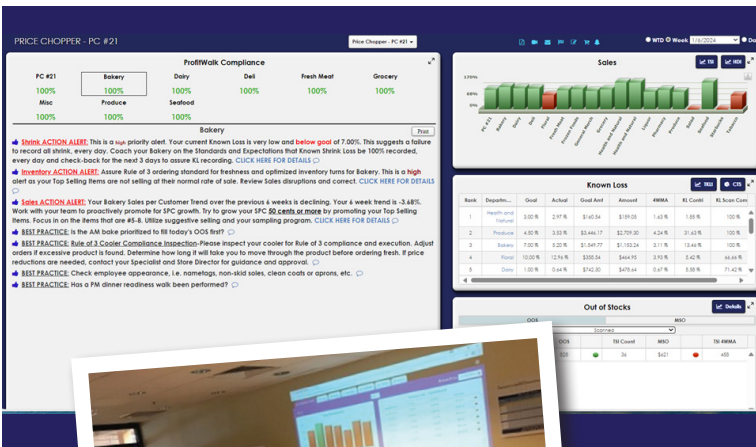
IMPROVE INV TURNS, CASH FLOW & STORE TEAM PROFIT FOCUS

2 ProfitTrax is a Human Operating System that will Teach and Train Store Teams and Supervisors the 7 behaviors and best practices vital to running profitable stores and supports continuous improvement with on-going webinars and more...

ADD UP TO 150-200 GROSS MARGINS BASIS PTS

3 ProfitTrax is easy to use, streamlines and simplifies technology management, guarantees to reduce shrink loss and labor costs, improves store team effectiveness and process accountability.

The Bottom Line: No other system makes data easier to access, easier to use and easier to act on than ProfitTrax. Only ProfitTrax takes an enterprise-wide, Whole Store Profit Optimization approach and guarantees results in just 12 weeks.



"Distributed Knowledge"

ProfitTrax Exclusive #2: The secret to "sticky" profit improvement is "Distributed Knowledge" for your Enterprise

That's why to start... **We Train.** We Train because it is the daily human behaviors and practices your Store Teams use that determine how you will best grow sales and reduce internal shrink loss. Training emphasizes what data points are most important, how to use them to improve operations and what outcomes you should expect.

Smart Technology promotes behavior change when your store teams know exactly what practices will drive profitability. Too much data can cloud operational focus and hinder consistent Best Practice execution. The ProfitTrax People-first Training System helps to assure consistent Best Practice Execution and "sticky" profit Improvement.

Training puts Store Managers, District Managers, Product Supervisors and Head Merchandisers all on the same page. Everyone learns and grows together!

DISCOVER PROFIT TRAX – THE ONLY, ALL-IN-ONE SYSTEM OF BLENDED TECHNOLOGY AND TRAINING YOU NEED TO GROW SALES AND REDUCE INTERNAL PROFIT EROSION 15% IN JUST 12 WEEKS. USER CASE STUDIES SHOW IMPROVED INVENTORY TURNS AND STORE TEAM EFFECTIVENESS FOR 150-200 BASIS POINTS OF GROSS MARGIN GAINS.

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