



Business Insights

Why BI?

Your strategic relationship with RFMS ensures you're recording valuable information as you run your business. But are you taking advantage of the extensive amount of data you've collected? What if you could quickly view and understand key metrics about your business and compare your performance to other flooring dealers like you?

If you or your management team is struggling to

- Track and react to changes in your business and the market
- Manage your sales staff performance
- Get ahead of the market trends in products mix
- React to pricing and gross margin opportunity
- Determine product sell patterns and easily compare suppliers

BI solves these issues and more



Fulfills the Needs of Each Role

Owner/General Manager

- Dashboard with Year to Date Key Performance Metrics like Delivered and Written Sales and GP
- Advanced benchmarking throughout BI dashboards to compare your company to others like you
- Daily Breakeven Chart to indicate your progress month to date
- Industry Sales and Gross Margin Trends and how you compare
- Overview of Sales and Quotes Performance for Company, Store and Sales Agent
- View Financial Performance with Trends
- See your Expenses over time and how they compare to dealers like you
- Product Mix Performance and Trends
- Labor Cost Analysis
- Product Style Review

Sales Managers

- Complete visibility of your Sales Staff Performance in Delivered and Written Sales and GP
- Sales and GP Leaderboard
- Manage Open Quote Opportunities by Store and Sales Agent
- Compare Quote close performance
- Product Performance by Sales Agent

Business Intelligence from Anywhere



Sales and GP



Industry Trends and Benchmarking



Sales Agent Performance



Product Analysis



Expenses Control



Profitability

BI empowers you with business intelligence:

- ✓ Decision Making
- ✓ Quick Access to Sale & GP
- ✓ Pricing and Margin Trends
- ✓ Visibility to issues that need attention
- ✓ Delivers actionable performance metrics
- ✓ Insight to new opportunities

For more information on Business Insights

Please contact your Client Success Manager or Sales: 800-701-7367 | sales@rfms.com

