

# Get Your Profits Back !



WayPoint  
analytics™

# Eroding Profits

- NOT a sales problem – we have sales
- NOT a margin problem – margins are largely OK
- the economics of the market have changed
- several dynamics are hurting profit performance



# Emerging Market Dynamics

- rising interest rates
- inflation cycle
- escalating labor costs /labor scarcity
- whale curve: losses on small orders are consuming already-made profits



# Money-Losing Invoices

- 2019: 61.7%
- 2023: 63.6%

(data set: 1.8M invoices)



# Threshold for Profitable Invoice

- 2019: \$43.12 GP
  - 2023: \$55.17 GP – +28%
- \* industry average – company values will vary

(data set: 1.9M invoices / \$1.8B revenue)



# Average Loss: Money-Losing Invoices

- 2019: \$ 60.88 /invoice
  - 2023: \$103.89 /invoice – +71%
- \* industry average – company values will vary

(data set: 1.2M invoices / \$250M revenue)



# Core Issue

There are things we've traditionally done  
that cost too much to continue.

Need new thresholds,  
intelligent policies.



# Action Items in WayPoint Analysis

- Sales
  - Profit Conversion Rates
  - Prioritize HLAs / HEAs (profit –driving accounts)
- Pricing
  - Reg- Accounts
  - MOQs (Minimum Order Quantities)
- Product-Handling Efficiency
  - Optimize Manpower Utilization





# We Can Help

- Individual Session
  - cover today's action items
  - your team / your numbers
  - included in your service
- Your MOQs
  - your company's report
- Contact Diane, Stéphane, Randy

