

## Quantum Profit Gram #29

“Moneyball” is the film adaptation of Michael Lewis’ 2003 best-selling book. The book lionizes Billy Beane, the General Manager of the Oakland A’s, who pioneered using analytical insights to buy better free-agent talent (for less) so he could win league titles in the late ‘90s.

With Brad Pitt playing Beane, the newly-released movie shows how Beane drove his vision (over the objections of the skeptics), with a singular focus on the metrics that would lead to success.

For your firm’s bottom line, I don’t recommend either the book or the movie, but rather, the premise of the book and a trip to “Itasca” (Chicago) October 20-21.

What’s the premise? You can make big bucks closing the profit leaks from inefficiencies in supply channels, using analytical insights to get more profit on regular business in ways that competitors just don’t see, and can’t copy easily.

If build cost-to-serve models for your business to get a fix on the net-profitability at the line item level, then a door to a new profit pathway opens. But to go through the door and down the new profit path successfully, it helps a lot if you have: a map; more and better tools; a bit of courage; and, ideally, some traveling buddies.

In baseball, Beane used a few metrics that gave him an edge like a card-counter has in a casino. Usually, the casinos get hip and bust you, or all of your competitors copy the easy-to-do insights. Fortunately, within distribution channels, the prospects for big upside gains that aren’t readily copied are still great, and the substantiability of those gains is excellent.

How do you build, understand, and use the cost-to-serve net-profit management journeyware? The solution is to share the costs and how-to-use-it wisdom with other best-practice distributors in other channels to maximize the upside while buying the service by-the-month to minimize the cost.

By attending the “Advanced Profit Management Conference” on October 20-21 near Chicago, you’ll:

- hear the experts explain how to put new profitability analytics to work;
- witness how comprehensive, powerful and fast-evolving both the Waypoint web-service and its client community are;
- visit with other top distributors operating successfully in a tough economy;
- see how your firm can grow faster and far more profitably regardless of how the economy is doing, because you will be playing with a Big Edge.

This link is your ticket to the real “Moneyball” opportunity for distributors; see you there! [www.apicconference.com/info/APICRegistration.pdf](http://www.apicconference.com/info/APICRegistration.pdf)



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