

## Clear Demand to Present at Auto Care Association 2018 Spring Leadership Days

CEO Jim Sills to speak on pricing and assortment strategies

Scottsdale, AZ – (May 8<sup>th</sup>, 2018) – Clear Demand has been selected to speak at the upcoming [Auto Care Association Spring Leadership days](#). The event is held May 9-11 in Atlanta, Georgia and features the leading minds in the industry. The association has a membership of over 500,000 business and features independent manufacturers, distributors, repair shops, marketers and retailers small and large.

Jim Sills, CEO of Clear Demand, was tapped specifically to present to merchandisers on pricing strategy. Pricing is one of the most important levers that auto care businesses can use to increase loyalty, revenue, and profit.

During the session participants will hear ideas for:

- The influence that price has on units and discuss how it is used to trade between profit and revenue.
- How this tradeoff extends naturally to the efficient frontier at the category level.
- How to apply these relationships across pricing tiers, customer segments, and distribution.
- An understanding how to build pricing models from available data and optimize their investment in lower prices to generate the greatest return on price image.
- Pricing and assortment strategy and examples presented showing the effect of a new product on existing items in the assortment.

While the event is limited to members of the Auto Care Association interested parties can reach out to Clear Demand directly and request a summary of the presentation. For more information on the event and membership please visit the Auto Care Association at [www.autocare.org](http://www.autocare.org).

### About Clear Demand

Clear Demand delivers more value faster to retailers by helping them optimize their pricing and merchandising initiatives. This is accomplished through the most accurate science, the easiest to adopt products, and a partnership model that delivers industry best practices and processes. Customers benefit from a large return on investment (ROI) and greater shopper loyalty. Architected on big data and delivered as a software-as-a-service (SaaS), Clear Demand's Intelligent Price Maintenance and Optimization (IPMO) solution utilizes machine learning and can be administered from a public or private cloud. See how Clear Demand can support your retail pricing, promotions, and markdown strategies by visiting [www.cleardemand.com](http://www.cleardemand.com).

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