

CORE Campaigns User Documentation

Pricing Campaign 2023 Q2 - Novecare Pricing Campaign				
CPC Detail	Last Sales Information	Price Recommendations	Account Manager Review	Impact
Sold-To NUFARM SAS Ship-to NUFARM SAS Product Level 5 (Material) RHODIASOLV ADMA 10 850KG IBC(ICN) Region / Country / City EMEA / France / COLOMBES	Last 12M Volume 596,700 KG Last sales month Jul 2022 Last price 10.25 EUR/KG Last ICM 3.16 EUR/KG Last ICM% 30.83%	Estimated next 3M volume 149,175 KG Price based on Margin squeeze 9.32 EUR/KG Price Floor 7.66 EUR/KG Price guidance 9.16 EUR/KG Final recommended price	Account Manager CPC review Not yet reviewed Not Applicable Committed price (Document Currency EUR) EUR/KG Comments	Price increase % vs. last invoiced price Committed price impact New ICM per unit New ICM%



The aim of having pricing tools is to:

- Improve customer satisfaction
- Optimize internal information flow
- Increase alignment between teams

The aim of the **CORE Campaign** is to optimize and harmonize the flow of information internally and externally regarding pricing definition and execution processes.

It is currently live at NVC & TBD for TS. Link to the wiki: [Pricing Campaign Tracking \(Novecare - Core\)](#)

It is used by Sales Managers, RMDs & PAM that will, on a quarterly basis, review CPCs and can upload them on a quote.

The process of the **CORE Campaign** is to:

1. Review recommended prices based on margins floor, squeeze and market policy
2. Enter a forecasted price per CPC based on price recommendations and commercial knowhow of the customer
3. Create draft quote from Campaign module

Process of CORE:

Access a CORE Campaign & then review your CPCs:

Edit prices in “Compact format”:

Display Variable Costs (VC) + Freight & Duties (F&D):

Assign a CPC to a colleague:

Create a quote from the Pricing Campaign:

Flag “From Campaign” when creating a quote from campaign: