Product Research Platform

Understand wallet share, important product offering gaps, and margin issues

Earn More of Your Dealers' Mindshare

Our Product Research Platform is a safe, neutral means of surfacing the driving forces behind the share of your dealers' wallets you are earning.

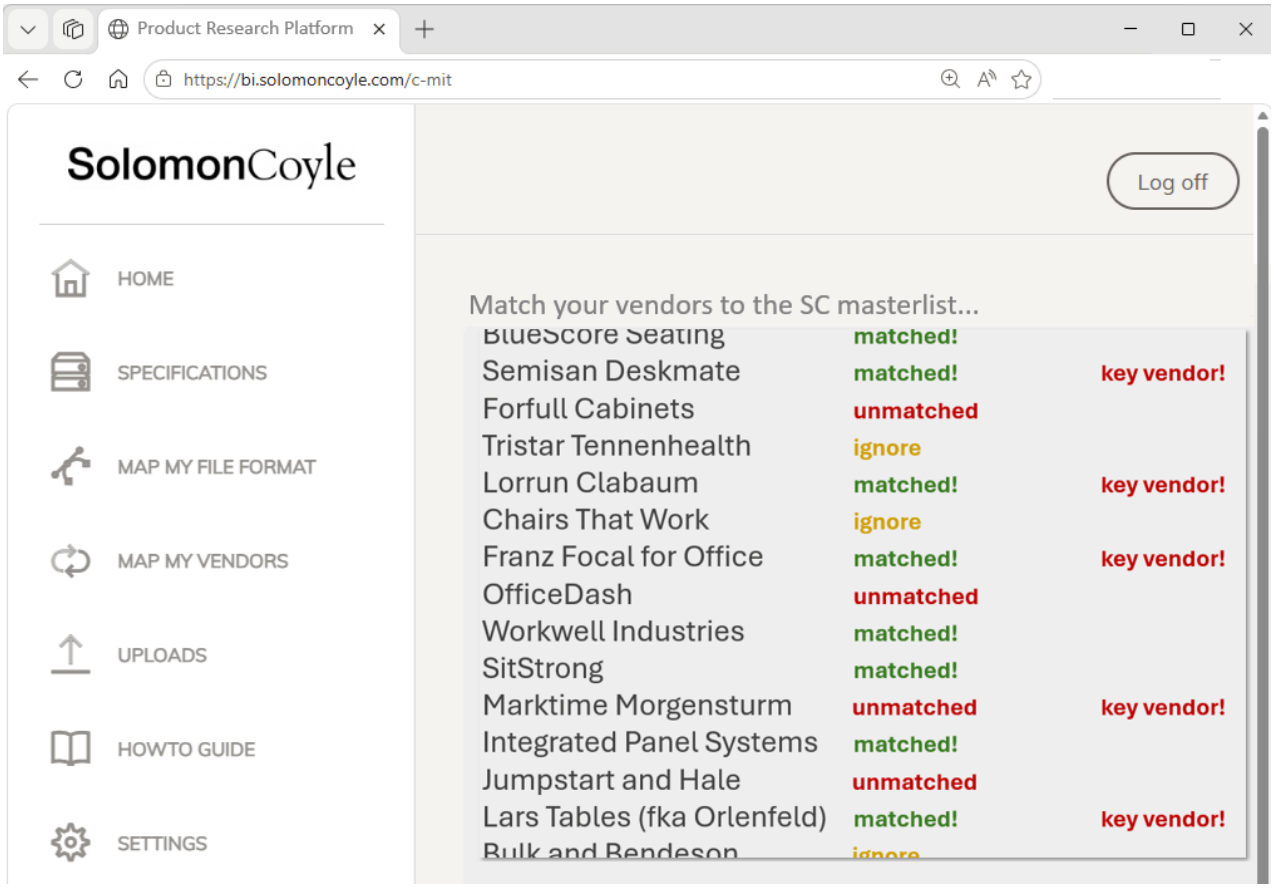
Our easy-to-use dealer reporting tool enables your channel to let you know where you need to work harder to be at the table when they submit proposals.

- understand how much of your dealers' share of wallet you are earning
- track sales, COGS, and margin on a monthly or quarterly basis
- identify important product offering gaps and margin issues
- flag specific open lines for inclusion in aligned and non-aligned pools
- count on Solomon Coyle to handle all outreach, compliance assurance, and results summation/delivery
- highly brandable/customization to support your specific messaging and mission goals
- set a level of confidentiality and anonymity that is acceptable to your dealers

Learn how we can help you.

solomoncoyle.com | info@solomoncoyle.com | (703) 574-9100

SolomonCoyle



The Product Research Platform is highly customized to each manufacturer-subscriber. If you are interested in learning more, please let us know and we will get right back to you to discuss your specific requirements.