

## Case Study: Cal Poly Revenue Growth and Efficient Leadership



Cal Poly Athletics relies on *Win AD* for comprehensive financial analysis, during major contract negotiations such as apparel rights and for guarantee game matchups against Power 5 programs. **Dr. Nick Pettit**, Deputy Athletics Director, shares how *Win AD* empowers efficient, effective leadership while measurably increasing revenue for the Mustangs.

Winthrop Intelligence would like to thank  
Dr. Nick Pettit at Cal Poly Athletics



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### Return on Investment Through Vendor Negotiations

"*Win AD* more than paid for itself in our apparel negotiations alone. It allows you to make data based decisions based on facts which allows you to understand the market, and that's a good thing. We saw a return on investment of at least \$100,000 on that one transaction."

"We started soft conversations with 2 vendors and I had the right information directly in front of me. I was candid with the companies because I knew what other peer institutions were getting. I specifically cited peer deals in our conversations and that puts you in an advantageous position. There are no more secrets with *Win AD*. We knew what the market was so we were able to engage in realistic negotiations. That helped us get the deal we wanted plus saved us time in the end."

### Compensation Analysis

"Salary benchmarking is another critical use case. I can verify compensation for my own piece of mind, and it makes discussions with coaches and potential hires clear and concise."

"Before *Win AD*, gathering information required phone calls and you felt like you were sometimes making decisions in a vacuum. With *Win AD* it's all right there in front of you."

**" We saw a return on investment of at least \$100,000 on one transaction."**

- Dr. Nick Pettit



## Contract Negotiation

"When you have *Win AD* data in front of you, all the cards are on the table - its like you can see the other person's hand. And it's not like you're trying to pull the wool over anyone's eyes, but you have the facts. With the facts, you can make decisions based in reality and that's good management in my opinion."

"Sure you can find some data by calling and performing internet research, but the time savings and ease of navigation to get what you need quickly is a huge value. Being armed with the best information ahead of an important contract negotiation is like being properly armed before battle. *Win AD* helps you create your game plan."

## Guarantee Game Scheduling

"For scheduling and guarantees, our men's and women's basketball programs have gotten a lot of benefit from *Win AD* too. We gave our head coaches access to the guarantee games database (only) and the immediate reaction was "Wow!"

"*Win AD*'s football guarantee data is extremely valuable. **You know what the market is and you can maximize your net revenue while also knowing what you can realistically ask for, and there's significant value in that.** To know the facts of the market is advantageous, making our decision making process seamless and transparent."

## What Other Administrators Need to Know:

**"I can't imagine not having *Win AD* at this point. I feel like I would be handcuffed if I didn't have it.** It's one of those tools that assists with being an efficient and effective administrator. "

"If you want to be armed with most up to date, current information to help you make decisions that are in the best interest of your school, *Win AD* is the right choice. If you enjoy spending 2 days on the phone to get information, then don't buy *Win AD*. Otherwise, the information you need is right there in front of you. **It simply makes your job easier.**"



TO LEARN MORE ABOUT *WIN AD*

Contact Kevin Barefoot at **800-218-2280** or **Kevin@WinthropIntelligence.com**

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