

Retail Execution



COLLABORATIVE MARKETING SUCCESS VIA NEXT GENERATION TRADE AND REVENUE OPTIMIZATION!

SPRING
SUMMIT 2018

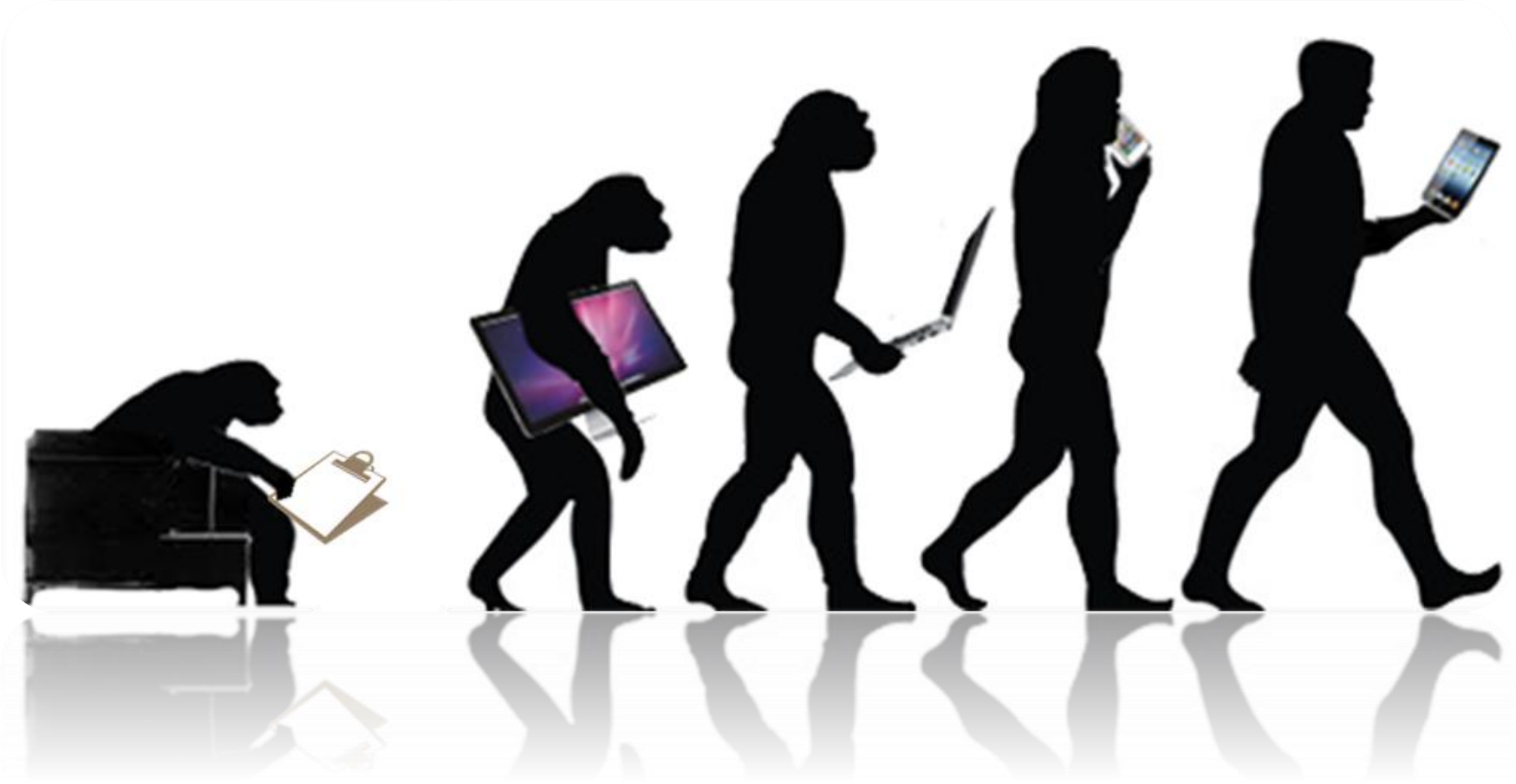
“Winning with TPx, Retail Execution, and Advanced Analytics Capabilities Across Channels”



Using Data to Drive Sales Team Effectiveness



We have come a long way



But we now have a new challenge

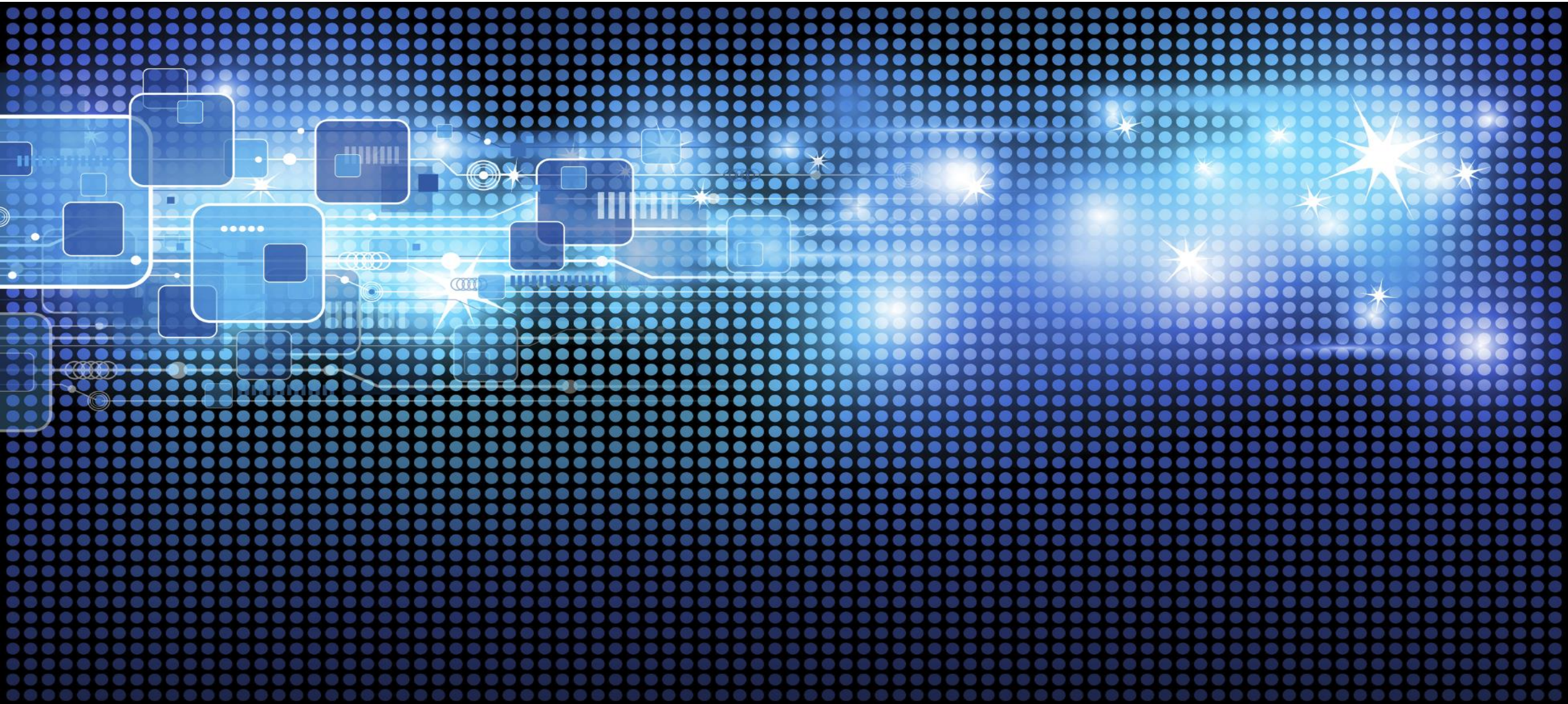
How do we make sense of it all?



Despite our progress we are still ...

- Using data to measure success versus drive success
- Making sales decisions primarily by historical views
- Receiving direction from back office that is driven by short term business priorities
- Talking about selling instead of driving business growth with customers
- Planning routes based on manual or semi automated back office processes
- Following similar call patterns in all customers

But what could the future look like?



A Future with...

- Integrated results platforms
- Real time use of field sales information
- Routes planned on opportunity & need vs history
- Digital capture of all store data
- Insight led selling at all levels of sales
- Predictive vs. reactive decisions

Our Journey has started





DIGITAL MERCHANDISING

In store digital capture & analysis of shelf and display KPIs



DATA-DRIVEN CALL PLANNING

Call planning based on analysis of opportunity based on business objectives



Combined reporting from multiple sources to quickly identify sales opportunities



ACTIONABLE INSIGHTS

EPOS data analysis to direct sales teams in store on priority opportunities



Efficient capture of key store level KPIs

- Share of Shelf
- Share in Best Shelf
- Must Stock List
- New Product Deployment
- Planogram compliance

- # of Displays per store
- Promotion Compliance



DIGITAL MERCHANDISING

Store prioritization based on business objectives

- Store Attributes
- Last Visit
- Share of Shelf
- Must Stock List
- Displays
- Promotions
- Focus Products
- Store Sales



DATA-DRIVEN CALL PLANNING

Alerts to key actions while in store

- Distribution gaps
- Inventory with no sales
- Low sales
- Product availability
- Promotional execution
- New product execution



ACTIONABLE INSIGHTS

Dashboard for Sales Analytics

- Integrated dashboard combining multiple data sources
 - Retail Execution
 - Nielsen
 - Revenue Management
- Guided analysis of key KPIs
- Visibility from Global to Store level

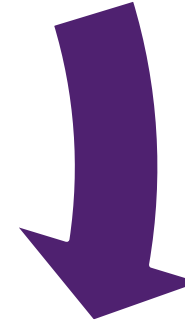




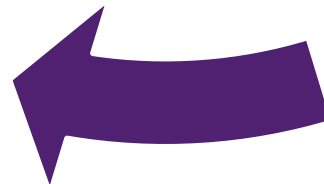
DIGITAL MERCHANDISING



DATA-DRIVEN CALL PLANNING



ACTIONABLE INSIGHTS



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