

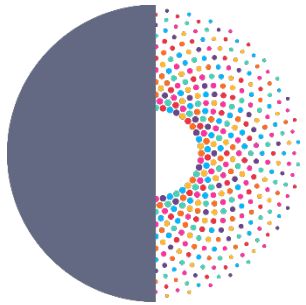
POI Summit 2019

Managing & optimising promotions



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4 ingredients



- 01 **Clarity on goals** – clear success criteria for each stage of the implementation, based on the right amount of change
- 02 **Quick wins** – support the team to identify & communicate initial areas of ROI to win hearts & minds
- 03 Identify an **internal champion** who has the impact in the business to make things happen
- 04 Choose an **intuitive & powerful tool** and fully integrate into your business processes from the start



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