

Perfect Store Model



Retail Gamification



Continuous Improvement



appexchange
partner

Business Need

Performing well at Retail Sales Execution is mission critical to CPG company success.

Companies need a solution to strategically Plan, Execute and Measure Retail Execution with precision and scale to maximize sales and profits.

"It doesn't matter how good your product is, how well you execute at retail will ultimately determine your success."

"The most successful brands are the ones that best execute their strategic retail activities with precision and scale."

"In order to build or steal market share, companies must execute better than their competition at retail."

Problem

**80% of CPG companies are “not satisfied”
with their ability to execute.***

- Difficulty gathering and analyzing in store market observations
- Poor roadmap for field sales to execute against
- Limited ROI analysis of KPI execution vs sales
- Inefficient and non-strategic application of resources
- Sales and marketing not aligned against strategic execution imperatives

Why?

- Lack of affordable, turnkey/easily implemented solutions
- ERP and custom builds are expensive, unwieldy and lack key functionality/methodology

Resulting in...

- Sub-optimal performance and sales
- Rewarding field sales for the wrong things (leading v lagging indicators)
- Wasted IT, sales administration & field sales resources

Solution

RUNRETAIL

Execute your Strategy at Retail with Precision and Scale



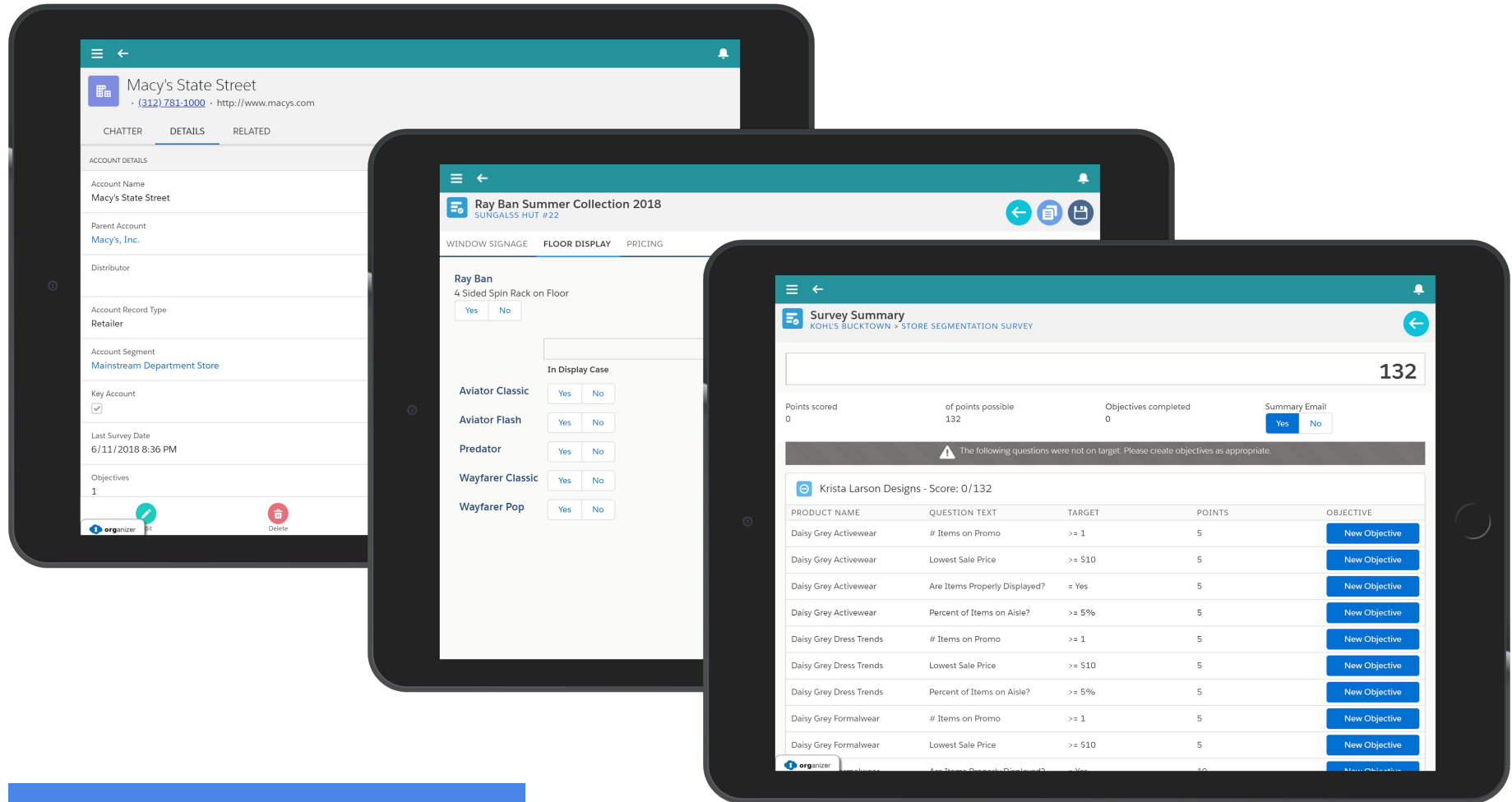
- **Proven Methodology**

- Built specifically for Retail Sales Execution
- Gamification/Scoring Model drives adoption and motivation

- **Built on the Salesforce Platform**

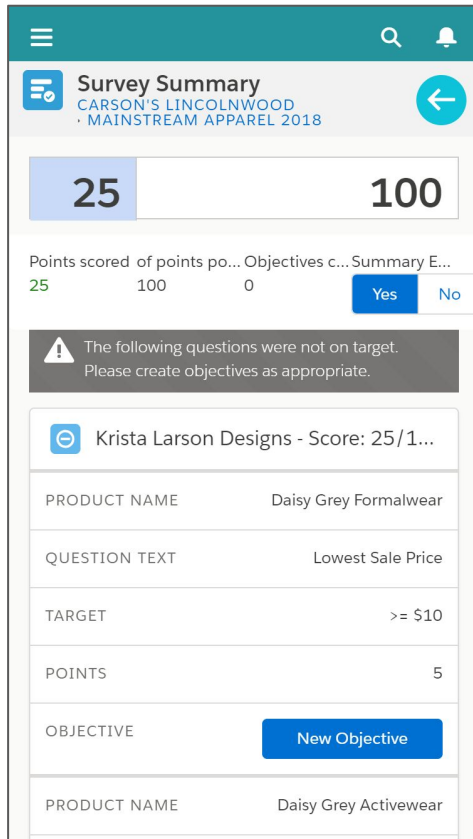
- Marketed as add-on app on Salesforce AppExchange
- Complementary to the Salesforce suite of products

Tablet/Browser Examples



Salesforce Mobile

Survey Score Summary and Targets



Survey Summary
CARSON'S LINCOLNWOOD
MAINSTREAM APPAREL 2018

25 100

Points scored of points po... Objectives c... Summary E...
25 100 0

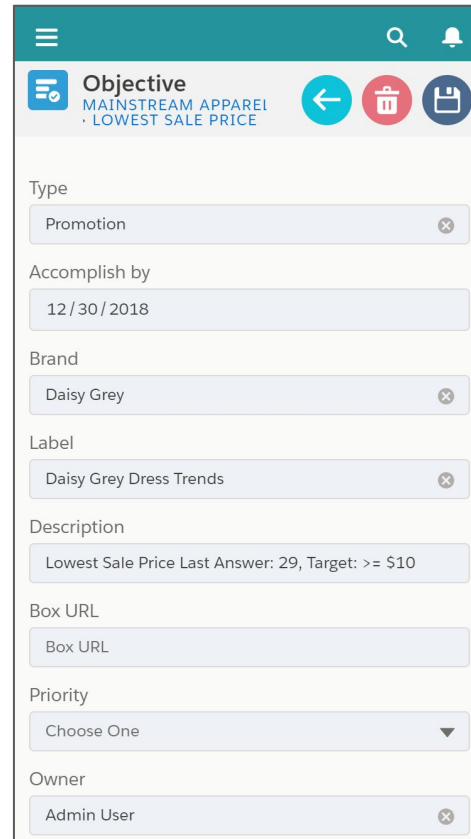
Yes No

The following questions were not on target. Please create objectives as appropriate.

Krista Larson Designs - Score: 25/1...

PRODUCT NAME	Daisy Grey Formalwear
QUESTION TEXT	Lowest Sale Price
TARGET	>= \$10
POINTS	5
OBJECTIVE	New Objective
PRODUCT NAME	Daisy Grey Activewear

Analyze Score and Target Answers



Objective
MAINSTREAM APPAREL
LOWEST SALE PRICE

Type
Promotion

Accomplish by
12/30/2018

Brand
Daisy Grey

Label
Daisy Grey Dress Trends

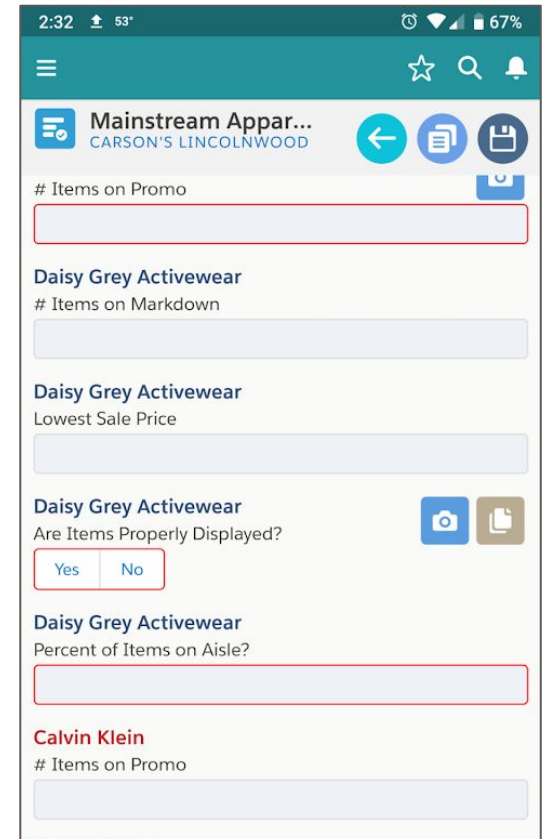
Description
Lowest Sale Price Last Answer: 29, Target: >= \$10

Box URL
Box URL

Priority
Choose One

Owner
Admin User

Create Objectives to Improve Scores



Mainstream Appar...
CARSON'S LINCOLNWOOD

Items on Promo

Daisy Grey Activewear
Items on Markdown

Daisy Grey Activewear
Lowest Sale Price

Daisy Grey Activewear
Are Items Properly Displayed?
Yes No

Daisy Grey Activewear
Percent of Items on Aisle?

Calvin Klein
Items on Promo

Capture Photos to Validate Improvement

Photo Capture and Browser Gallery

New Photo
MAINSTREAM APPAREL 2018
ARE ITEMS PROPERLY DISPLAYED

Take Photo / Choose Existing

Brand
Daisy Grey

Type
Survey_Answer

Location
Choose One

Comments
Comments

New Photo
MAINSTREAM APPAREL 2018
ARE ITEMS PROPERLY DISPLAYED

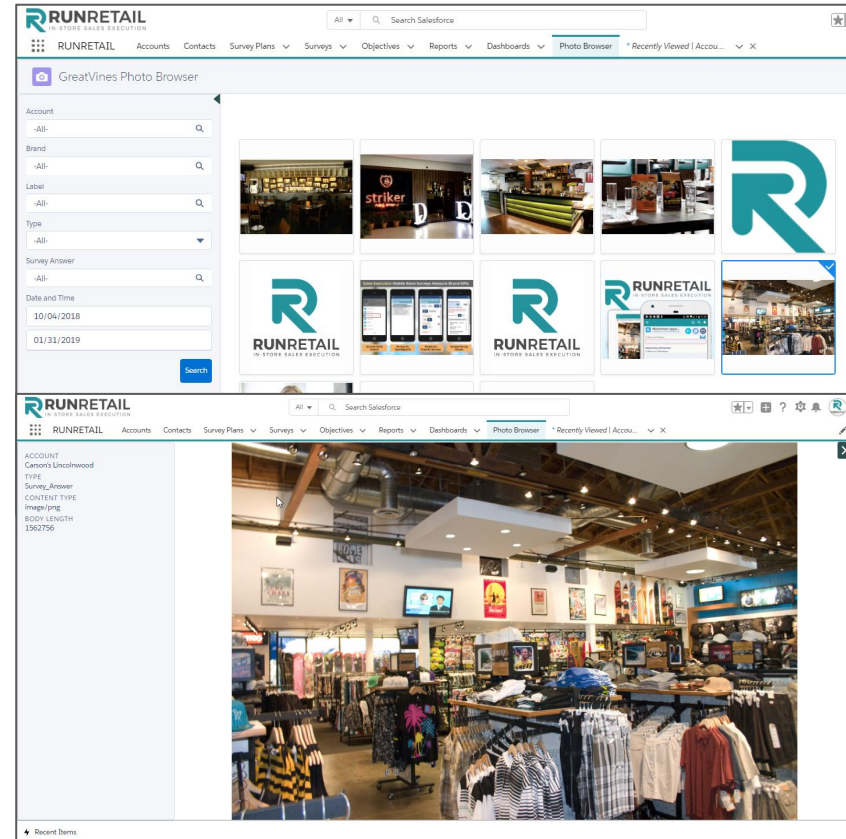
Type
Survey_Answer

Location
Choose One

- Aisle
- Counter
- End Cap
- Entrance
- Exterior
- Features
- Other

Comments
Comments

Label
Daisy Grey Activewear

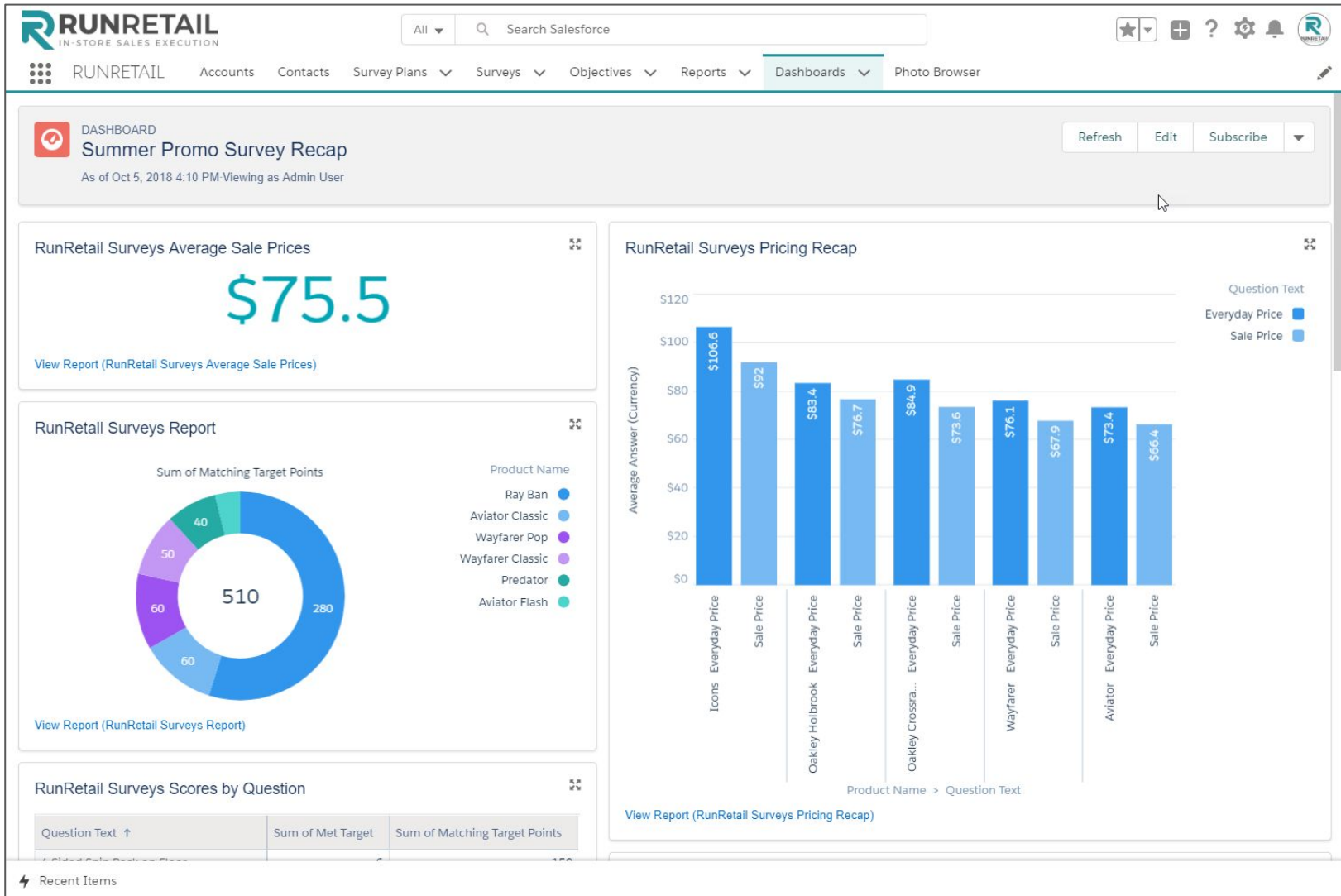


Geocoded Photos

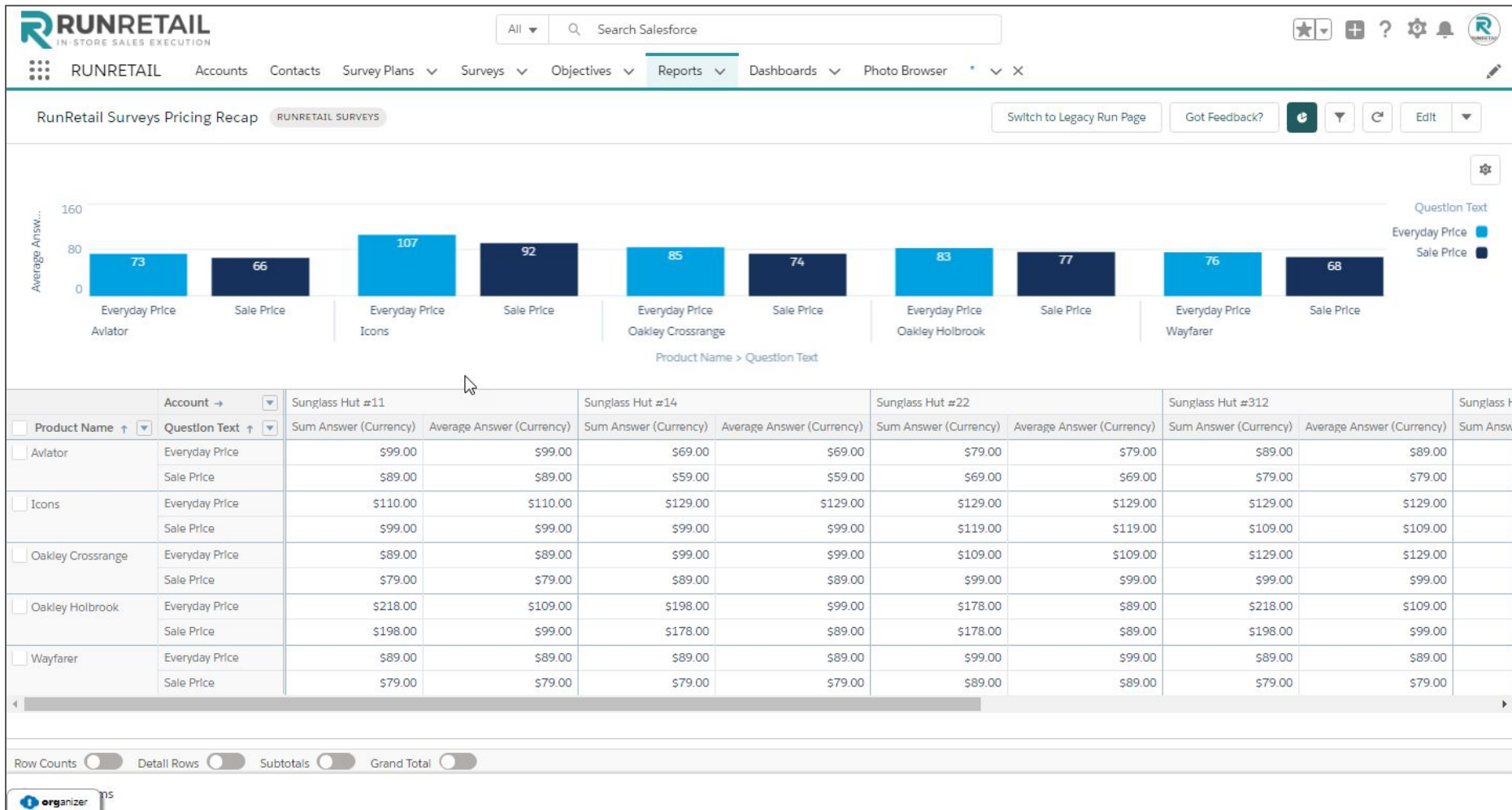
**Add Photo Attributes
and Brand Information**

Search and Filter by Brand, Location, Type

Powerful Reports and Dashboards



Powerful Reports and Dashboards



Custom Applications

Hideout Lounge Account Details  

gle **Facebook**

DBA:
The Hideout

Type:
On-Premise

Primary Contact:
Ron Fleming

3

n: Territory: **IN**

Accounts **Calendar** **Dashboard**

Account Visit

New Photo

Survey

Sales Order

Objectives 

NEXT 90 DAYS

Get Griffin Bay Gin on backbar and menu (Gr...

Contacts 

Ally McBeal (Bartender)

Cindy Sorenson (Owner)

Ron Fleming (Chief Buyer)

David Johnson (General Manager)

My Tasks 

OVERDUE

Account Review

Embedded Custom Application

Hideout Lounge - Everyday On-prem Survey   

Backbar **Menu** **Wine List** **Beer**

Quality of Drinks  **--None--**  Total # Drinks on Menu 

CLOUD RUM SILVER

Menu Listings Approved Recipe? ☐ Yes ☐ No Feature Price

Bottlemart Ranging

Winter Reds **Summer Whites**

Hideout Lounge - Everyday On-prem Survey  **Backbar** **Menu** **Wine List** **Beer**

Quality of Drinks  **--None--**  Total # Drinks on Menu 

CLOUD RUM SILVER

GRIFFIN BAY GIN

--None-- 

Custom Signature Cocktails

Classic Cocktails

Basic Mixed Drinks

Beer & Wine Focus

Approved Recipe? ☐ Yes ☐ No

Abbey Liquors - Off-premise CA Display    

Vodka **Display** **Account Info**

Cloud Rum Does Jack Daniels have any neon signs?

Griffin Bay Does Jack Daniels have any neon signs?

Absolut Does Jack Daniels have any neon signs?

Grey Goose Does Jack Daniels have any neon signs?

750 ml **1 liter**

Feature Price In Cold Box ☐ Yes ☐ No Feature Price In Cold Box ☐ Yes ☐ No

ARGENTINE MALBEC

CLOUD RUM SILVER

GRIFFIN BAY GIN

GRIFFIN BAY TEQUILA

Home **Accounts** **Calendar** **Dashboard**

Available on Salesforce AppExchange



AppExchange
the Salesforce store

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[Industry Collections](#)
[Ohana](#)

ALL APPS

RUNRETAIL In-Store Sales Execution

By GreatVines Inc.

Store Surveys Drive Execution and Scoring against KPIs

Surveys by Type/Segment

Simple User Interface

Photo Capture/Tagging

1 of 8 : Quickly Publish Timely Surveys and Capture Accurate Photos

\$30 USD per user per month

[Get It Now](#)

RATING ★★★★★ (1)	LISTED ON 11/2/2018	LATEST RELEASE 10/26/2018
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CATEGORIES
Productivity

Drive Sustainable Growth with Strategic In-Store Sales Activities
 RUNRETAIL is designed to help Field Sales Reps and Managers measure in-store sales execution, capture photos and observations, as well as analyze retail product placement, pricing and promotion. RunRetail helps you close strategic distribution gaps.

Retail Sales Execution Defined

The act of achieving strategic imperatives in retail outlets order to drive sales to consumers.

- 4 P's of Marketing Mix

- ✓ Product

- Place - right product in the right account at the right time

- Price - sold at the right price

- Promotion - activation with consumer

Retail Sales Execution (RSX) Defined

The act of achieving strategic imperatives in retail outlets in order to drive sales to consumers.

- 4 P's of Marketing Mix

- ✓ Product

- | | |
|--|---|
| | <ul style="list-style-type: none"> ■ Place - right product in the right account at the right time ■ Price - sold at the right price ■ Promotion - activation with consumer |
|--|---|



References

<https://www.statista.com/statistics/253510/leading-cpg-categories-among-us-retailers/>

<https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/global-customer-and-channel-management-what-the-best-cpg-companies-do>

- Sales reps follow clearly defined, outlet-specific execution standards to reduce out-of-stocks, implement planograms, and launch promotions. At many winning companies, global customer-management functions take the lead in creating an approach for defining standards and success metrics for each outlet.
- They create more accurate price-volume-profit models to assess the impact of price changes or the effectiveness of hundreds of individual promotions. And they're applying these programs not just to modern trade but also, increasingly, to the traditional trade—for instance, by collecting data from the field more efficiently through software-supported processes.

<https://www.marketingcharts.com/industries/food-and-restaurants-76337>

<http://huntsearch.com/assets/pdf/HGI%20Top%20100%20Global%20CPG%20Companies.pdf>

- Top 100 cpg companies

<https://consumergoods.com/top-100-consumer-goods-companies-2014>

Business Need

CPG companies need a solution to Plan, Execute and Measure their sales activities at retail to maximize their performance and resources.

Vendor Panorama for Retail Execution and Monitoring in Consumer Goods



Introduction

Regardless of the route to market, consumer goods companies and their distribution partners must be able to execute at the individual store level because if the product is not available, merchandized correctly, and promoted effectively, the consumer will likely purchase from a competitor. Despite efforts to improve in-store execution over many decades, success remains rather elusive. Consumer goods companies themselves continue to tell us that they are not satisfied with their ability to execute at the store level. In the 2016 Promotion Optimization Institute TPx and Retail Execution Survey, we found that only 20% of respondents said that they were satisfied with their ability to execute at the store level, with another 48% saying that they were only somewhat satisfied. In 2017, however, the percentage that are satisfied dropped by 1 percentage point while those that are somewhat satisfied dropped by 3. This is not necessarily alarming, but we are always working towards improvement as an industry, though we have not yet watched it broaden significantly.