

# Store Execution Management

Lift Sales at the Shelf

TRUEDEMAND



## TrueDemand Results

TrueDemand enables you to gain the following benefits:

- **Cut Out-of-Stock by Up to 50% or More**
- **Lift Overall Sales by 1-3% or More**
- **Achieve Significant Sales Lift at Impacted SKU-Locations**
- **Enhance Effectiveness of In-Store Teams**
- **Boost Productivity of Store Operations**
- **Increase Reliability of Alerts**
- **Execute More Effective New Product Roll-Overs**
- **Maximize Investments in Trade Promotions**

## TrueDemand Store Execution Management guides in-store operations teams with action items that directly impact revenue and increase sales lift.

Your products must be in stores, on the shelf at the right price, if you plan to hit your sales goals. Unfortunately, you can't depend on store personnel to focus on your products, merchandising or promotions. On the other hand, hundreds of SKUs at thousands of stores add up to over a million SKU-location combinations that present an overwhelming challenge to your merchandisers who make brief store visits once every few weeks at most. How do you empower your in-store sales and merchandising teams to find and fix the problems that truly affect sales? You need TrueDemand.

## Confronting In-Store Execution Challenges

Your store operations teams work hard, traveling from store to store every week. The challenge is that you just don't have enough manpower to check every store every day for out-of-stocks and other problems that cause lost sales, and your in-store operations are not optimized to focus on problem stores.

The conventional methods are not working. Outdated zero-scan reports and generic task lists do not equip your in-store teams to find the real problems – the root causes of out-of-stocks and lost sales. The reports you are currently using don't have the timeliness, detail, analysis or intelligence necessary to zero in on the actual problems behind sales performance issues. Plus, if only focusing on out-of-stock issues, teams miss the other causes behind lost sales – such as incorrect merchandising, damaged merchandise and price non-compliance.

The result is an in-store team with limitations such as:

- No way to identify the key problems
- Inability to address problems in time
- Missed key opportunities to improve sales on store visits
- Wasted time reacting to false positives

The bottom line is that team tasks are not prioritized to impact revenue and profit. TrueDemand is the solution.

## Empowering Execution Teams with TrueDemand

TrueDemand Store Execution Management takes the guesswork out of the complex task of in-store execution, making your in-store teams more effective and giving you greater control over sales at the store level. Pinpointing the exact locations of merchandising problems on a daily basis, TrueDemand alerts your team to address issues while there is still time, ultimately lifting sales.

TrueDemand helps sales and merchandising teams maximize sales through:

- Improved availability of products on the shelf
- More successful product merchandising
- More reliable price changes
- Better execution of promotions and new product introductions



## True Capabilities

TrueDemand Store Execution Management maximizes the effectiveness of your field personnel by:

- **Processing Massive Amounts of Data from Multiple Sources**
- **Presenting a Highly Accurate View of Inventory**
- **Providing a Granular View of Sales Performance**
- **Identifying Problem Stores and Products on a Daily Basis**
- **Alerting the Right Personnel to Take Action**
- **Delivering Alerts Directly to Any Handheld Device**
- **Prioritizing Recommended Tasks Based on Profitability**

## Assess and Address In-Store Issues

TrueDemand maximizes the effectiveness of your in-store teams by processing massive amounts of data from multiple sources, pinpointing the locations of promotion issues and delivering prioritized alerts to prompt productive actions.

### Timely Visibility

TrueDemand delivers a comprehensive view of in-store operations across all product lines and retailers, enabling you to see exactly what is happening on a daily basis with promotions and product introductions as well as regular turn items.

In addition, TrueDemand also provides a granular view, exposing the real causes of lost sales – out-of-stocks and several other factors – so you can better assess and address the status accurately.

### Vital Speed

TrueDemand enables your team with rapid response to in-store issues by leveraging daily data and a fine-tuned understanding of the root causes of sales suppression.

### Immediate Action

With prioritized alerts and recommended solutions, TrueDemand gives your in-store teams the power to take immediate action at the shelf level – where they can make the most impact – lifting sales for turn items, promotions and new product introductions.

## The TrueDemand Advantage

TrueDemand offers several advantages that are essential to managing in-store execution:

### Daily Data

Unlike other tools which only process data weekly, TrueDemand processes data on a daily basis, giving you near real-time visibility into store-level issues.

### Prioritized Alerts

TrueDemand delivers prioritized lists of stores to focus on, with specific tasks targeted at critical issues to maximize the revenue impact of each store visit.

### Industry-Leading Accuracy

TrueDemand's patented technology delivers unrivaled accuracy in both inventory estimates and demand forecasting by taking an in-depth look at the many factors that influence sales performance.

### Elimination of False Positives

TrueDemand pinpoint precision – made possible by breakthrough technology and finely-tuned algorithms – results in less false positives than any alternative tool.

### Two-Way Communication

Two-way communication between account teams and the field enables them to join forces and solve problems more effectively.