

BOOSTING FIELD SALES EFFECTIVENESS

*Empower your Field Sales force with enhanced Category Management skills, driving **daily category success in-store**.*

Why choose Field Sales Effectiveness for your Category Management plan?

1. **Unlocking full potential:** your Field Sales force is an extremely valuable asset in your Category Management plan, yet there is often untapped potential that can be leveraged for greater results.
2. **Last mile excellence:** with their daily presence at the moment-of-purchase, your Field Sales force plays a pivotal role in bringing execution excellence in the crucial last mile, where the magic happens.
3. **Every Store, Every Day:** ideally, your Field Sales force should be equipped with hands-on techniques, user-friendly tools and category insights to make informed decisions in-store, ensuring consistent impact, in every store, every day.

Our approach in maximizing Field Sales effectiveness in Category Management

- **In-take meeting:** in order to understand your specific needs and develop a tailored approach, we conduct an in-take meeting and an assessment of the current way-of-working between your Field Sales force and your Category Management objectives and plan.
- **Development of the basics**
 - **Insights integration:** we assist you in processing and leveraging your category data to support your Field Sales force in effectively presenting the business proposal to store managers. By simplifying Nielsen sell-out data, GfK household panel insights and available key shopper insights, we enable maximum usage at the single store level.
 - **User-friendly Field Sales force tools:** building on the integrated insights, we help to develop easy-to-use tools to facilitate the tasks of the Field Sales force. Examples include clear product rankings per retailer (with a focus on franchise retail), optimal assortment recommendations within your brand and category, sales argumentation per hero item and ideal shelving principles.
 - **Measurable results:** our focus is on defining and tracking measurable objectives and KPI's where Field Sales force plays an instrumental role. We track e.g. distribution, presence, market shares, etc...
- **Comprehensive training for Field Sales teams:** our impactful one- or two-day training sessions are designed to empower your Field Sales force with the necessary skills, tools and insights to fully exploit the business potential in-store. Our aim is to make your Field Sales force even more trusted category advisors **in every store, every day**. We combine interactive presentations, workshops for the new tools and if appropriate role-play exercises, focusing on franchise retail, where Field Sales force has the maximum impact.