
Winning at the Shelf

What reps really need to win at the shelf is a wealth of readily available product, pricing, marketing and competitive information. Today's in-store visits need to go beyond call recording and order taking. With the right retail execution tools, reps can increase a retailer's support of products and services and directly influence consumer behavior, enabling reps to become true agents-of-change.

Many consumer goods companies have their investments in marketing plans, advertising campaigns and trade promotions jeopardised by what happens at the shelf e.g. out of stock items. By implementing good retail execution systems, consumer goods companies are looking to win at the 'moment of decision' – when the shopper enters a store and stands at the shelf ready to buy.

Armed with a rich knowledge base of previously unavailable information, the sales rep's retail store visit can be transformed beyond simple shelf checking and order taking to one where reps become 'agents of change' - identifying opportunities to boost revenues, grow market share and drive increased profitability.

Smart Consumer Goods companies know that simply measuring store visits and order taking is no longer enough. Sales reps still need to check the in-store fundamentals: Are the right products there, in the right place, and at the right price? That's the first step in 'winning at the shelf'.

Those simple tasks are important, but beyond these fundamentals is an opportunity to grow your product in-store. How? By providing reps with the business intelligence and tools to identify and leverage new opportunities.

Savvy consumer goods companies are providing their reps with a wealth of readily available product, pricing, marketing and competitive information to win at the shelf.

Today's in-store visits need to go beyond call recording and order taking. With the right Retail Execution tools, reps can increase a retailer's support of products and services, and directly influence consumer behaviour, enabling reps to become true agents-of-change.

Three core areas of focus are:

- the retailers' support for your products
- the opportunity to purchase it
- and the consumer's desire to consume it.

When you look beyond the fundamentals, to grow your business you need to grow those three areas.



If you can increase the retailer's support for your product – more product, more shelf space, more displays – you increase the opportunity for consumers to buy it.

The rep as an agent of change

The two keys to influencing and creating change in-store are information and communication.

Providing reps with information gives them the ammunition to talk to people in the store and affect positive change.

If all they do is restock the space you already have, they are limited in their ability to drive demand and sell more. If they can build brand support and get something changed as a result of a store visit – e.g. an end of aisle display, clip strips or POS material – you have the opportunity to grow your business.

Communication is vital. It means giving the rep up-to-date information at their fingertips about what is happening to a brand during a cycle that might give them greater opportunities to influence in-store.

Communicating details of promotional media activity to reps in the field gives them access to relevant, real-time information to use as openers for selling opportunities during store visits.

For example, a rep can build a case for additional shelf or display space if they can tell a store manager about a new television commercial with a two week saturation run that is likely to drive up sales.

Growth through identifying opportunities

There are four main areas of opportunity for reps to drive change in-store to win at the shelf:

- increasing space for existing products in store
- range extension
- increased visibility
- pre-empting competitor activity

In each case, an effective consumer goods CRM solution can allow reps to deliver growth and win at the shelf.

Proof points to gain shelf space

Gaining additional shelf space is always a challenge. You need to build a case that shows the retailer what's in it for them. Build a profit story. Tell them about the new promotion calendar. Show them the dynamic new POS materials. Share the research showing the demand for the new line extension.

Armed with the right information, reps have the ability to influence and drive change in-store by encouraging a manager to support incremental in-store initiatives.

A profit pitch to extend a range

Range extension is a growth opportunity for driving change in-store for consumer goods companies in smaller retail outlets like convenience stores that don't have the pre-agreed deals typical of major retailers.

By using information available on their mobile devices, reps can pitch a profit-focused case to these smaller retailers – such as showing projected increases in demand and sales and how much additional revenue the store would generate by extending the range.

Driving in-store visibility

Even when a rep can't get more space or more product in, they can drive change and sales by increasing visibility at the store level, such as through POS that will draw more attention to the product.

An eye-catching merchandising display will help your product get noticed, strengthen your brand message and attract a deeper level of attention from customers.

At least 70% of product selections are made within the store, according to research from the Point of Purchase Association International (POPPI). The POPPI research study showed at-retail marketing delivered 6.5% in incremental sales, with a 3 to 4 times greater sales lift when advertising was part of the promotion program. Almost one in three brands in the study (31%) experienced over 20% sales lift, and at-retail advertising drove additional sales 70% of the time¹.

To build a case for increased visibility, the rep needs two things: details on the available POS display materials to show and enthuse the store manager, and information on their previous sales of that particular product.

By showing the retailer how much stock they sold previously, as well as projected increases in demand from the POS promotional activity, they can build a case for an increased order.

StayinFront is leading the way in delivering next-generation retail execution solutions that enable reps to move beyond the fundamentals to identify, influence and seize opportunities to 'win at the shelf' – at that moment of decision when the consumer puts their hand out and places a product in their trolley.

Pre-empt competitor activity

Capturing market share by pre-empting competitive activity is a growth strategy particularly relevant to goods that have a longer life with the consumer. If you can anticipate competitive activity by reviewing past histories and get your products promoted and purchased first, then you can take sales and market share from your competitors by taking the wind out of their promotion.

StayinFront Consumer Goods CRM

StayinFront Consumer Goods supports reps in the sales process to make sure they have the information they need in the store to get these decisions made; to take real actions; and to get change happening that will increase the opportunity for the customer to buy more product.

StayinFront Consumer Goods supports complex relationships in the demand chain by integrating internal and external data sources, tracking accounts and store level interactions across multiple channels and providing rich analytics for a complete view of the business.

Deployed to merchandisers, sales reps and managers on laptop, tablet and mobile devices, StayinFront Consumer Goods gives reps the retail execution information and communication abilities they need to make decisions identify in-store opportunities - and win at the shelf.

1 Point of Purchase Advertising International (POPAI)

About StayinFront

StayinFront is an innovative global provider of enterprise-wide customer relationship management software, mobile sales force effectiveness and on-demand CRM solutions. StayinFront has been chosen as a strategic partner by many of the world's top life sciences, consumer goods and business-to-business companies, improving efficiencies in over 65 countries and more than 25 languages. Headquartered in Fairfield, NJ, USA, StayinFront has offices in the United Kingdom, Ireland, India, Australia, Singapore and New Zealand. For more information, visit www.stayinfront.com or log on to our blog at <http://blogs.stayinfront.com>

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