

**“ASDA OUTLET CALLS — WE
THINK THAT OUR SALESPEOPLE
DO HAVE AN IMPACT, BUT WE
CAN’T PROVE IT!”**

Sounds familiar?

**Our studies show that less than half of all
activity in Asda has an effect - but the good
news is that we can tell you which half!**

**“ASDA IS TOO BIG & IMPORTANT TO BE LEFT TO CHANCE
— & THE SALES TEAM GIVES VALUABLE FEEDBACK &
IMPROVES COMPLIANCE”**

- Asda is the second biggest grocery retailer in the UK, & with only 265 stores should be the most straightforward to manage.
- It is well organised, availability is less of an issue than with other retailers, and EDLP means fewer promotions to organise.
- Yet most suppliers have identified both compliance issues & incremental sales opportunities, & many invest in field sales teams to call at outlet level to help to liberate these opportunities.
- However.....

ASDA – STORE PERFORMANCE VARIES, ROI CAN BE MEASURED & IMPROVED

- In our experience, most suppliers have not calculated the ROI of their field sales spend.
- When planning outlet coverage, 100% of Asda stores will normally be covered because of their sheer size.
- Meridian's studies reveal staggering differences between the stores in terms of compliance to listings, planogram and POP agreements.
- Fixing these problems takes time & effort, & calling on stores with no issues has no impact, so ROI can vary widely

THE DEVIL IS IN THE DETAIL!

- Some clients attain a 3 to 1 payback on calling on Asda stores—for others the payback is literally zero!
- Stores receiving 20 visits often perform no better than those receiving 10
- Promotional (Rollback) non compliance is an issue, but half of it is caused by 1/8th of stores
- Availability issues are not usually resolved by outlet visits
- Audit data provided by the sales force is rarely acted on by Customer Management teams
- Brand owners make unrealistic demands of the field sales team
- Secondary displays are not often gained - & if they aren't agreed at Head Office they can cause a problem!

MERIDIAN'S MODEL COMBINES ASDA'S RETAIL LINK DATA WITH SUPPLIERS' OWN FIELD SALES OBSERVATIONS TO PROVIDE GENUINE INSIGHT & IMPROVE ROI

- With Asda, suppliers are in a unique position to gain detailed insight into the impact of their sales driving investments.
- Retail link allows suppliers to analyse ***daily*** EPoS sales data at the sku and outlet level, enabling the best possible quality & reliability of analytical output.
- Many suppliers lack the resource or capability to monitor this wealth of data, which is where Meridian's model helps.
- We combine EPoS & Sales Observational data with Sales Driver insights to produce an accurate & objective perspective on Customer ROI, to help clients target their effort & maximise payback.

METHODICAL PROCESS, FAST RESULTS

- Meridian starts by objectively analysing the ROI of the existing investments made by your organisation— we can even take one brand initially and speedily produce sample output
- We calculate the size of the lost sales value (between 3 and 5% depending on the category dynamics) and show which sales driving investments are working best
- We work with your Asda customer management team to understand how many sales driving decisions can truly be affected by influencing at the outlet level
- We highlight the stores which should be regularly called on, and those which should be visited far less often (if at all!)
- We bring together data from a variety of sources to prove the current ROI & develop a model to optimise future investment.

IF IT WORKS IN ASDA....

The end result?

- Implementable findings for Asda, transferable learning for other retailers
- A fact based analysis of current ROI

Where could the journey take you?

- An investment modelling tool to direct future activity
- A measurement tool to monitor the impact of the re-directed sales effort

WHERE THE APPROACH COULD LEAD

MERIDIAN'S MODEL COULD WORK FOR ALL
YOUR MAJOR RETAIL CUSTOMERS

Data feeds a model, directing resource to highest priorities on a constantly changing basis



SALES FORCE AUDIT & SALES ACTIONS DATA



**MERIDIAN CONSULTANCY INSIGHTS
MANUFACTURER DATA,
ACCOUNT AGREEMENTS,
CONSUMER & SHOPPER
INSIGHTS**



**RETAILER
EPOS
DATA**



**ECONOMETRIC
MODEL**

Product	Brand	Category	Manufacturer	SKU	Current Stock	Forecasted Stock	Current Sales	Forecasted Sales	Current ROI	Forecasted ROI
TESCO	2813	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00
SAANS	889	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00
SAANS	889	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00
TESCO	2888	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00
SAANS	882	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00
SAANS	883	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00
TESCO	2880	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00
TESCO	2888	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00
ASDA	4830	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00
SAANS	889	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00
SAANS	889	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00	80.00



List of stores with Greatest potential



Fix top DAVP priorities

Increased Shopper offtake



WE DEVELOP A TARGETING TOOL BASED ON SIZE OF PRIZE AND ROI. ONCE THE CRITERIA ARE SET THE TOOL PRIORITISES OUTLETS TO BE VISITED – THUS IMPROVING THE CHANCE OF SUCCESS

Size Of Prize Targeting Tool - Provided by Meridian ISE - [Resources and ROI]

File Edit Insert Records Window Help Type a question for help

Resource Assignment and ROI

MERIDIANISE
IMPROVING SALES EFFECTIVENESS

Workload Cost Budgetary Filter ROI based on Sales Revenue **ROI based on Delivered Margin**

Please enter minimum return you wish to receive on each pound invested.

	Retailer	Branch No.	Distribution SOP	Availability SOP	Visibility SOP	Promotional SOP	Total SOP	Cost of call	ROI
▶	TESCO	2653	£1,355.04	£0.00	£0.00	£0.00	£1,355.04	£35.75	37.90
	SAINS	858	£0.00	£2.82	£167.28	£0.00	£170.10	£14.63	11.63
	TESCO	2765	£0.00	£46.10	£605.87	£15.85	£667.82	£61.75	10.81
	SAINS	680	£0.80	£67.74	£458.90	£52.93	£580.36	£61.75	9.40
	SAINS	602	£0.00	£28.15	£505.57	£35.31	£569.03	£61.75	9.22
	SAINS	603	£0.00	£12.72	£518.93	£19.96	£551.61	£61.75	8.93
	TESCO	2898	£0.00	£3.59	£365.31	£0.00	£368.90	£42.25	8.73
	TESCO	2480	£0.00	£3.56	£493.27	£20.75	£517.57	£61.75	8.38
	TESCO	2848	£0.00	£6.03	£502.21	£6.52	£514.76	£61.75	8.34
	TESCO	3177	£0.00	£7.64	£479.25	£13.04	£499.93	£61.75	8.10
	SAINS	418	£0.00	£2.72	£222.25	£1.75	£226.72	£29.25	7.75

Record: 1 of 289

Totals:	Distribution	Availability	Visibility	Promotional	Total Cost	SOP	Average ROI
	£3,377.78	£4,193.25	£26,952.96	£4,756.81	£10,380.50	£39,280.80	£3.64

.....OUTLETS ARE PRIORITISED AND EACH SALES PERSON IS GIVEN IN-CALL ACTIONS BY SKU

Size Of Prize Targeting Tool - Provided by Meridian ISE - [Store Call Plan]

File Window Help Type a question for help

A002S David Hooper

Retailer: ASDA **Branch No:** 4564 **Store Ref:** 0000000054

Outlet: ASDA
Street 1: UPPER FOREST WAY
Street 2:
Village:
Town: SWANSEA
County:
Postcode: SA6 8PS

Availability

BarCode	Brand	Description
8727200196136	Brand B	Product B38
8727200196204	Brand B	Product B39
8727200170068	Brand B	Product B33

Distribution

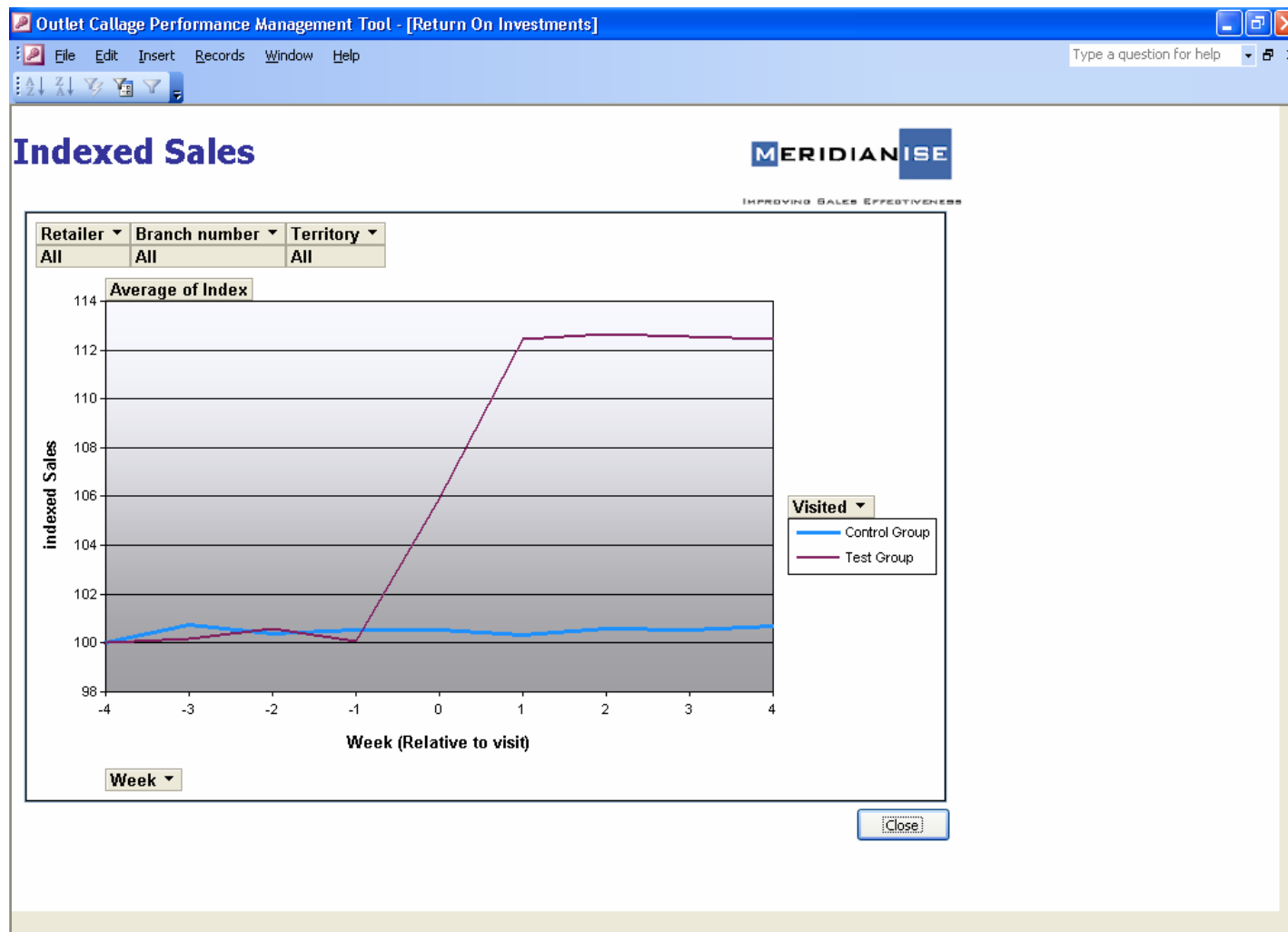
BarCode	Brand	Description
5018225030004	Brand C	Product C60

Visibility

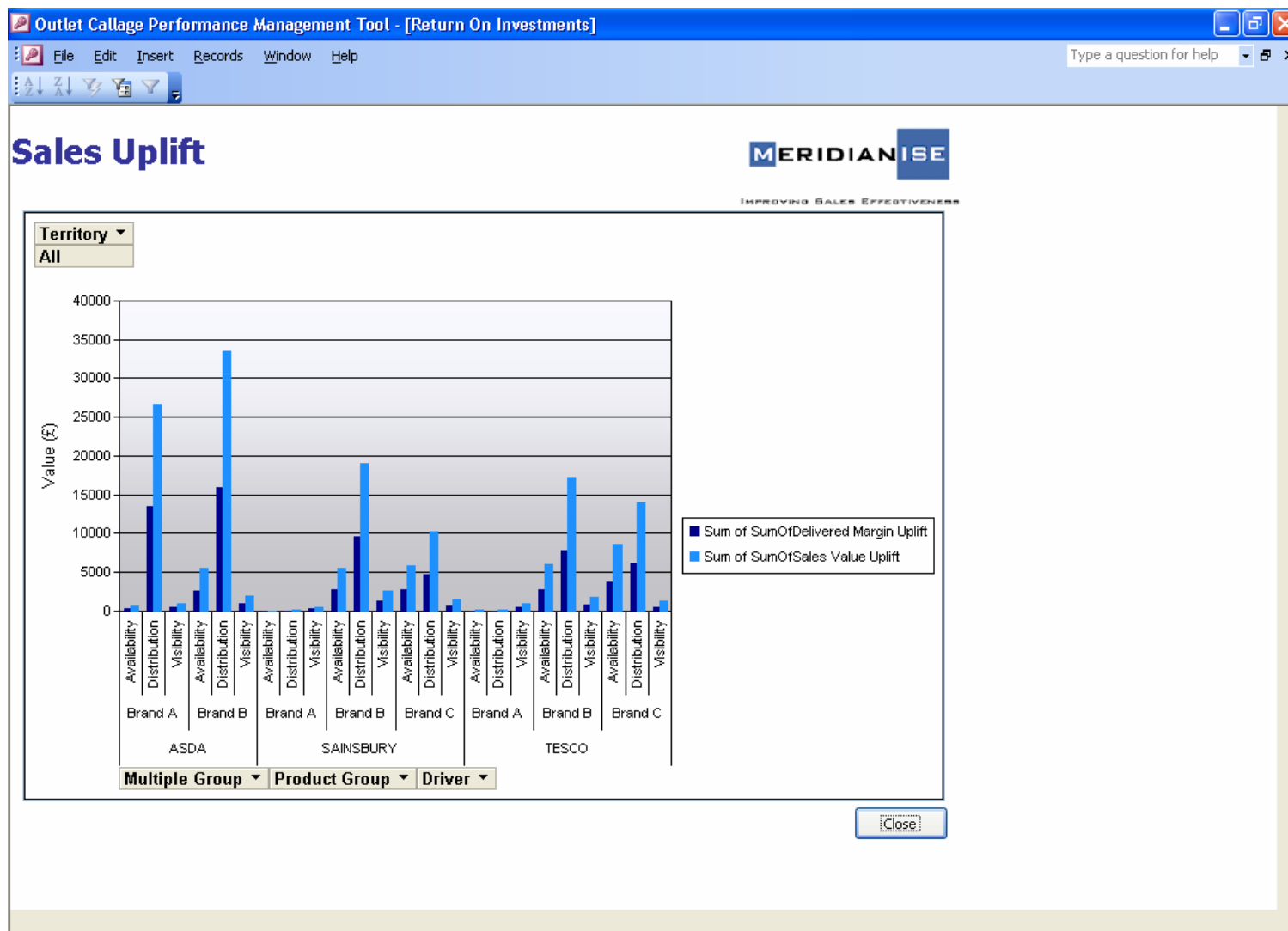
BarCode	Brand	Description
BA	Brand A	
BB	Brand B	

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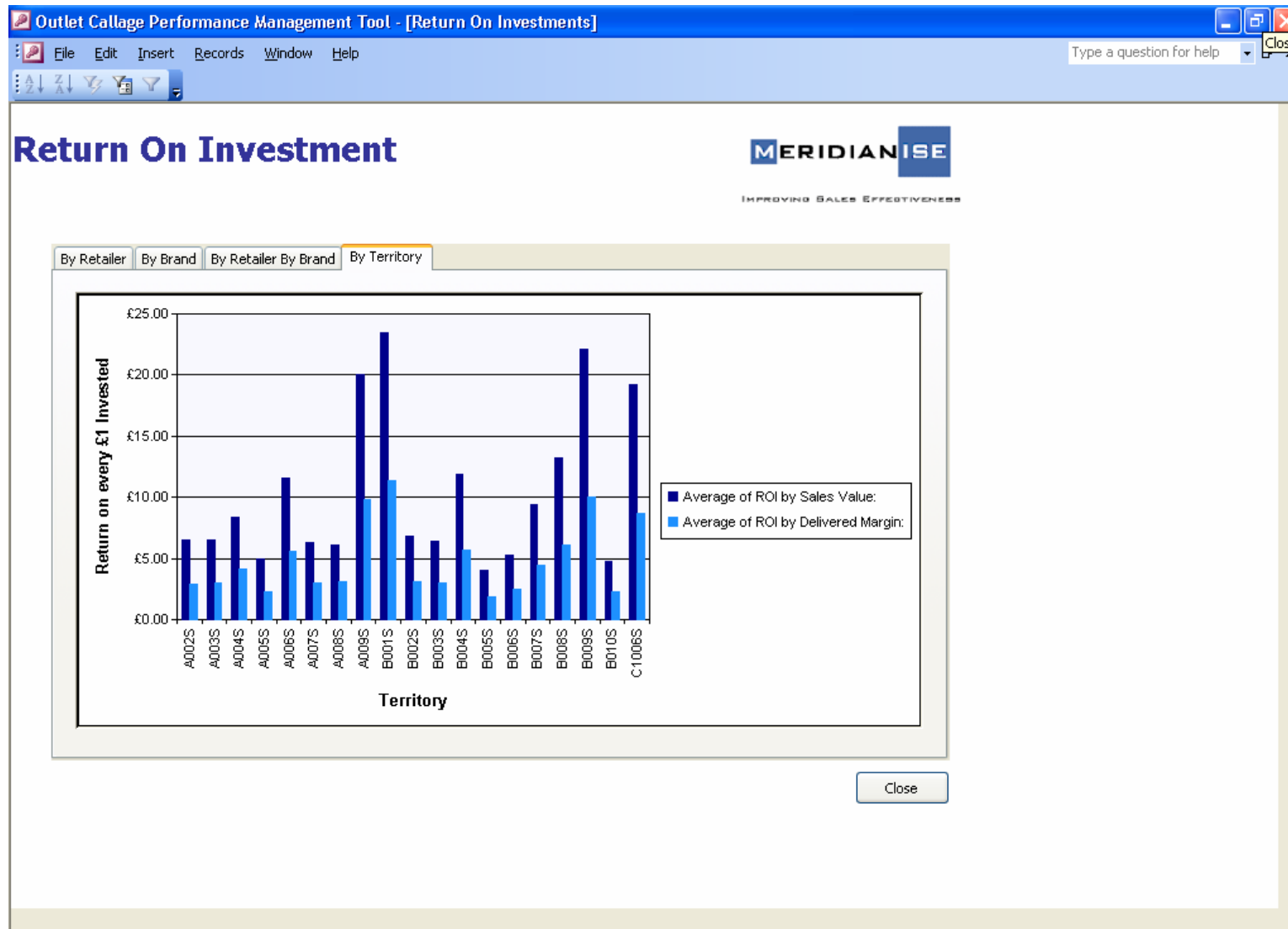
THE PERFORMANCE MANAGEMENT TOOL THEN ALLOWS RESULTS TO BE TRACKED AT RETAILER, BRAND, STORE & INDIVIDUAL SALES PERSON



THE PERFORMANCE MANAGEMENT TOOL ALSO ALLOWS RESULTS TO BE TRACKED BY SALES DRIVER...



....AND THE ROI TO BE TRACKED AT ANY LEVEL



REVENUE & COST BENEFITS OF TAKING THIS APPROACH

- Between 2-5% additional revenue
- Improved ROI on outlet callage investment
 - By improvements in revenue &/or reduction in cost from targeted coverage

