

Field Sales ROI

Meridian's Fast Start Programme

Our simple proposition

- We help our clients to:
 - Improve the ROI on their Field Sales investment
 - By combining practical support with an ASP software application that:
 - Targets investment to opportunity dynamically
 - Highlighting Distribution, availability, and promotional compliance opportunities
 - Measures ROI by retailer, outlet, brand, sku and individual
- This approach can add 3-5% revenue and could result in a decrease or re-allocation of expenditure on customer facing investments

We've made a breakthrough in our software!!

- Meridian's approach to improving Field Sales ROI has until now been a 2 stage process. Firstly we analysed the ROI from your past Field Sales investments – we called this Stage 1 or 'Shallow Dive'
- This gave you insight but fell short of producing an immediate action plan – we dealt with implementation in Stage 2 where we customised our targeting software to produce a list of priority stores and priority actions
- We have now adapted our software to provide 2 significant improvements:
 - The analysis and targeting modules now work together, producing **both** an **ROI report** to show historic field sales impact **and** a suggested **store level call and activity plan**
 - The output is accessible via a web link into the Meridian website, with data updates as frequently as you require
- This means that we can reduce both the time and the cost of our service, as well as offering an immediate improvement in field sales effectiveness & ROI
- It also means that you can run the new way of working in one retailer alongside your current approach in other retailers, giving two points of comparison:
 - Selected retailer versus other retailers
 - Selected retailer 'called on' stores versus 'non visited' (control group) stores
- You can now have the best of both worlds - action and insight together - resulting in an ROI from the analysis itself!

The approach will work in all retailers but typically we start with Asda – (you have access to Retail Link data at no additional cost!)

- *Asda's Retail Link enables fast download of EPoS data at store level. Equally we can use Tesco's TIE data, Sainsbury's SID data or Waitrose's Connect data if available*
- Depending on the category, blanket coverage of customer stores is unlikely to be producing an acceptable ROI result
- There are a limited number of in call actions that will make a difference – these also vary by category
- As we review the impact of historic callage, we estimate the potential in each store – by sku, by sales driver
- We then create a call file based on maximising the potential in each store – including leaving out those stores where the payback doesn't justify the cost of calling
- We implement the new Asda call file, in call process and kpis alongside the existing ways of working with callage on other retailers
- We measure the effect week by week looking at the value added by the new approach
- We examine the results for variations, especially those which can be explained by differences in capability & profile of the individual sales person
- This approach will improve the ROI on callage in Asda

If it works in Asda it will work in Tesco and Sainsbury's

- When the business case is proven in Asda we will help you roll the approach out to other retailers
- We deliver a recommendation to the business, based on a solid ROI foundation – what will you spend, what will you save and by how much will your sales increase?
- If you don't currently buy store level EPoS we can show you how to use this data for many other business uses* – allowing you to sweat this investment harder
- A seamless and evolutionary approach to dramatically improving the effectiveness of your field callage

Execution excellence across c.60% of your grocery business

**Store level Promotional Evaluation, New Product Distribution Tracking, Trading Terms ROI*

Up & running in a maximum of 4 weeks....



			Month 1	Month 2	Month 3	Month 4
Set up Asda Call file	Data Analysis	Construct database				
		Import Retail link data				
		Import Sales activity data				
		"No sale" day analysis of top skus				
		Promotional compliance - daily pricing review				
		Analysis of historic in store impact data				
	Build call file	Produce Distribution priority stores list				
		Produce Availability priority stores list				
		Produce Visibility priority stores list				
		Produce Promotional priority stores list				
		New call file including control group				
	New ways of working	Re-worked in call processes				
		Revised in store contact priorities				
		Redefine KPIs				
	New activity reports					
Deliverable	Field Sales Targeting software in place					

Implementation	People	Field Accompaniments				
		Store audit - sales person follow check				
		Sales force knowledge/competency check				
		Attend Regional Sales Meetings				
	Data	Daily download from Retail Link				
		Adhoc store alerts - to Field Sales Manager				
		Weekly review of sales impact data				
Deliverable	Sales force reporting suite in place					

Measure & review (roll out)	ASDA	Conclusions & recommendations				
		Calculate ROI improvements achieved				
		Review gaps v original SOP (Size of Prize)				
		Training & Recruitment needs				
		Feedback on contract changes required (3rd party only)				
	All retailers	Estimate SOP (Size of Prize) for all retailers				
Overall cost-benefit (ROI)						
Deliverable	Roll out plan					

A field sales deployment tool together with ROI measurement software – low cost, high impact

- Up and running in Asda within 4 weeks
- Sales impact in the first 3 months will pay for the investment
- Dynamic tailoring – model algorithms are updated to reflect sales driver impacts specific to your categories & brands
- Halo effect - Improvements in sales force ‘ways of working’ will have an effect in other retailers
- Acts as ‘proof of concept’ for other retailers
- Extension to include other retailers at minimal cost
- Calls to action driven from the tool can also include
 - Alerts to NAMs re Promotional Non Compliance
 - NPD distribution tracking post launch
 - Standard product distribution tracking v assortment agreed
 - Retail price monitoring
- The measurement tool can also be adapted to provide:
 - Promotional Evaluation & ROI
 - POP placement ROI
 - Discretionary trading terms compliance monitoring & ROI

Call us now to arrange a meeting to discuss improving your ROI!

- Call Carl Davies (07973 217110) or Ron Temperley (07973 218853)

or.....

- Email cdavies@meridianise.com or rtemperley@meridianise.com