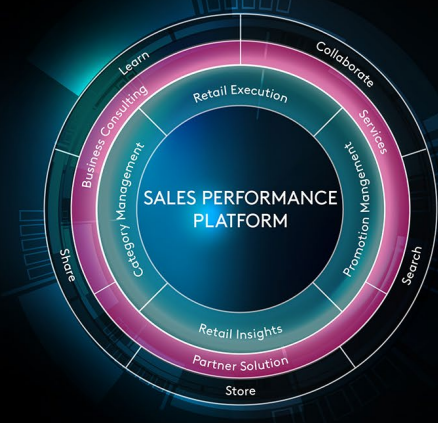


# SALES PERFORMANCE PLATFORM

## Perfect Store Execution Solution



### Perfect Store Execution: enhanced field sales performance, increased revenues

Consumer goods manufacturers deal with an **increasing number of retail stores** and requests from retail partners for more **shopper centric and localised sales tactics**. All of this translates in the need to **successfully bridge the gap between planning and execution** to **effectively deliver the right vision of success at each point of sales**.

The **Sales Performance Platform** offers you the best combination of capabilities to support integrated end-to-end management of your **perfect Store Execution** process.

### Effectively execute your vision of success and win at the moment of truth

The perfect Store Execution solution helps you to **execute the best sales strategies and tactics at the right point of sales, optimise and guide field activities, empower your sales force, and drive performance at the store**.

It enables an **integrated store execution process** that grants **breakthrough results** through **optimal retail activities**, to help you **execute your vision of success and win at the shelf**.



#### Improved Sales Performance

Increase your share of shelf, secure on-shelf availability, speed up your time-to-market and achieve higher success of new product launches thanks to an automated and optimized process with best in class applications.

Identify trends, uncover root causes of low and high performances and make better decisions through contextualised insight and embedded real-time analytics.



#### Streamlined Store Execution Process

Engage in the best and more impactful market-led field activities thanks to advanced planning and guided selling capabilities combined with real-time data intelligence.

Assess the financial impact of retail non-compliance and timely implement corrective actions both at the headquarter and in the field.



#### Store-Specific Solutions, Effective Execution

Deliver the right vision of success for each store and increase the rate of success in retail execution with the help of retail virtual reality and storytelling capabilities.



#### Increased Field Force Engagement

Improve your field sales teams' performance through effective targets and incentives management, embedded social and collaboration capabilities, impact driven competencies development programmes and learner centric approach.

Help them leapfrog competition through optimized agendas and routes, guided selling, and image recognition.



#### Global Win

Measure results in a standard, repeatable and comparable way throughout different customers and markets thanks to a flexible definition of execution metrics and perfect store scorecards.

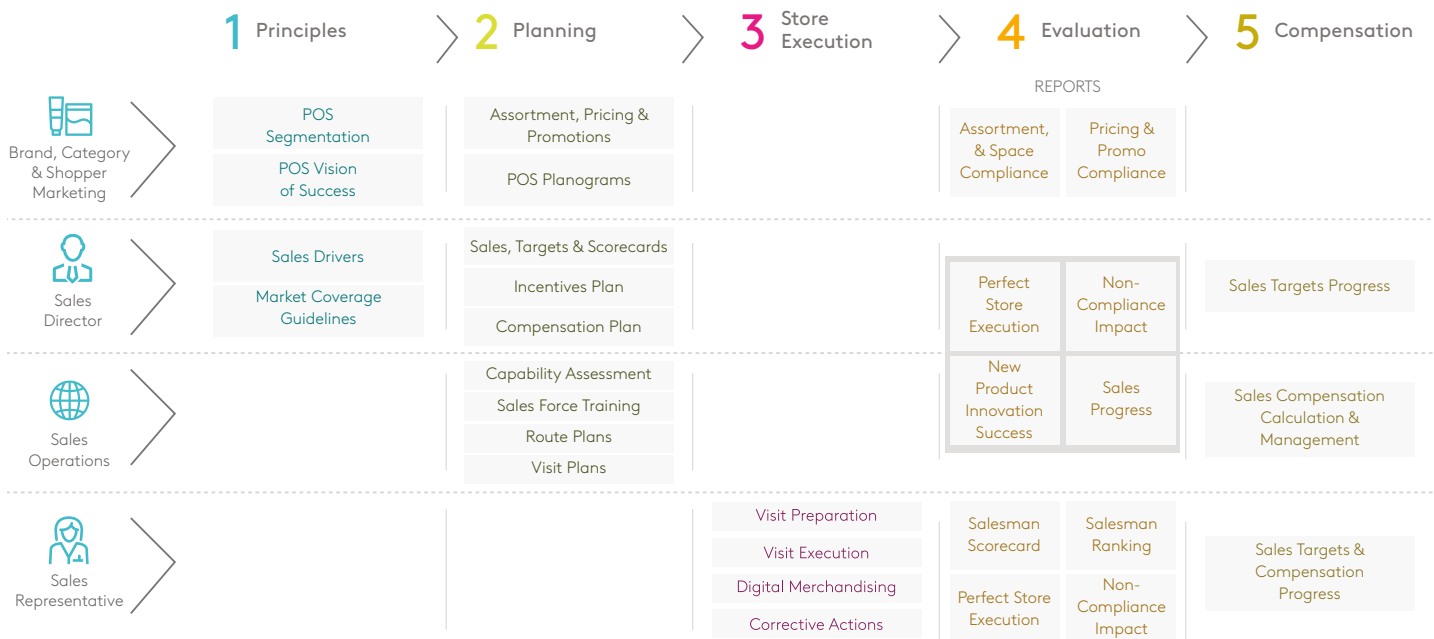


## Perfect Store Execution - Addressing key questions:

- How can I correctly segment POS based on sales potential and manufacturer's performance?
- How can I assess the performance of each sales driver — assortment, space, price, promotion — and understand the root causes of sales performance to direct future field activities?
- How can I set the right sales targets, engage with field sales and reward their performance?
- How can I optimise sales agendas and routes?
- How can I guide field activities to optimize time and ensure best results?

## Optimised store execution process to enable a scalable operating model

The perfect Store Execution solution gives CPG manufactures a **single industry-dedicated environment** that blends **advanced capabilities with industry best practices and proprietary retail insights** to enable an **end-to-end store execution process and the structured and collaborative participation of stakeholders** in all key activities.



## More with less: Sales Performance Platform

Perfect Store Execution is part of the **Sales Performance Platform**, Kantar offering aimed at helping consumer goods manufacturers to **win at the shelf** by enabling **common ways of working and to drive greater efficiency across functions and geographies** through common process and scalable integrated solutions that deliver **optimal go-to-market approach**.

The sales Performance Platform combines **Kantar's industry expertise** and recognized **best-in-class solutions** with **Microsoft Azure cloud computing platform and services**.

## Discover more about the Sales Performance Platform

Watch the Sales Performance Platform Videos

Contact Us at [salesperformance@kantar.com](mailto:salesperformance@kantar.com)