

SALES PERFORMANCE PLATFORM

Trade Promotion Management Solution



Trade Promotion Management: drive revenue growth, increase return on investment

Consumer goods manufactures face pressing **trade investment requests from their retail partners** to drive **increase of both revenues and margins**. They must balance these requests with their own **requirements to deliver growth** and **higher return on investments**.

The **Sales Performance Platform** offers you the most advanced capabilities to manage a closed loop **business planning and trade promotion management** process.

Increase revenues and margins through an integrated sales planning and trade promotion management process

The Trade Promotion Management solution allows all stakeholders to **identify, optimise, plan and manage the right sales levers** - assortment, pricing, promotions and trade terms - through a **collaborative business process** to deliver **best results with retail partners**.

Thanks to its **transactional and analytical capabilities, embedded insights** and process **best practices**, it enables an **integrated management** that helps you deliver **improved commercial decisions, optimised trade promotion plans, and greater return on trade spending**.



Profitable Revenue Growth

Best allocate trade investments across customers and brands for optimal ROI.

Implement best assortment and promotional levers to deliver strong sales growth rates and win with retailers and shoppers.



Streamlined Sales Planning & Trade Promotion processes

Seamlessly automate an end-to-end trade promotion process with best in class transactional and analytics capabilities.

Engage the sales organization in a structured and collaborative top-down/bottom-up planning process.



Market-Led Category Decisions with Retail Partners

Leverage big data and advanced analytics to run joint business plans with retail partners.

Achieve higher results with shopper-drive recommendations, by leveraging the virtual environment to test promotions and new products with shoppers on line.



Higher Operational Performance

Deliver a common scalable operating model for trade promotion management thanks to strong workflow, data management and analytics tools.

Improve performance at the shelf with more accurate sales forecasts and a closed planning-execution process.



Global Win

Leverage ready-to-use scorecards to assess trade investment results in a standard and comparable way throughout different outlets and geographies.

Speed up organisational readiness through the implementation of a comprehensive solution that embeds collaboration and capabilities development tools.

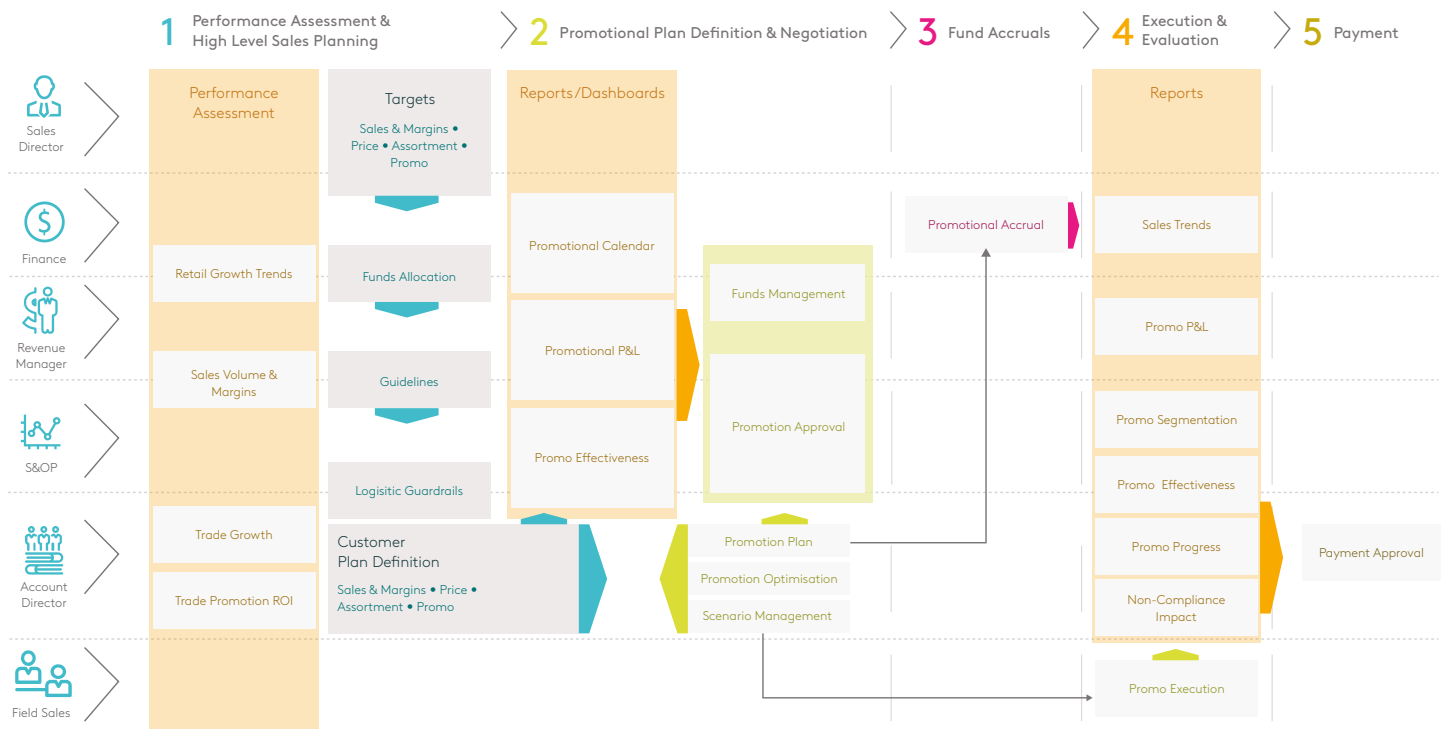


Trade Promotion Management - Addressing key questions:

- How can I collaborate and win with my retail partners throughout the year?
- How can I leverage retail insights and predictive analytics to implement optimal sales plans and trade promotions?
- How can I identify best assortment and promotional levers to drive strong and steady growth rates?
- How can I use retail execution results to drive future plans and promotional activities?

Optimised sales planning and trade promotion management process to enable a one way operating model

The Trade Promotion Management 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 plan and promotion management process.



More with less: Sales Performance Platform

Trade Promotion Management 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