



ENSURE THAT BUYERS ARE STAYING IN THEIR LANE

ENSURE CORRECT ROUTE TO MARKET

MOVE.IT

The critical importance of understanding your sales INTO store vs your sales OUT of stores (tillpoint / scan data).

If you are a product manufacturer, it is no longer enough to understand what is being sold OUT of store till points.

You would gain a detailed perspective on **supply vs demand – by channel**, by geography, by SKU – if you understood sales INTO store vs sales OUT of store. How often does DEMAND exceed SUPPLY, leaving stores “out of stock” on your product lines?

How often are consumers left with no option but to ‘**switch brands**’ at point of purchase? How often do they “switch BACK” to buying your brands?

Your sales / ops teams will start understanding specific stores’ consumer buying behaviour DAILY. This enables a discussion with marketing, stores & RTM partners to ensure stock doesn’t expire on shelf. You will be able to implement an **effective PULL strategy** if you understand this detail.

You probably need to ensure that buyers are “staying in their lane” and purchasing through the CORRECT route to market partners, right?

Product manufacturers generally have a pricing strategy that is linked to specific channels and route to market partners. Based on sales volumes. Based on brand positioning within the market place. Based on packsize.

Rebates are often contentious as manufacturers are not sure of which channels stores are purchasing from. Are they purchasing from their nominated route to market partners, or are they buying where “the price is right”?

This will have a likely consequence on your rebates as you could find yourselves having to “double dip” on payments, especially if you are paying a retail Key Account on sales OUT of their stores AND paying a wholesaler on sales out of THEIR stores.

Have you thought about the impact of this on **your bottom line**?

We have...and we’d love an opportunity to discuss this with you.

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