



ImpactRetail™ With Pen Rite Systems and TDLinx

Managing for growth and increasing returns on the bottom line is more challenging than ever. You have reviewed the Balance Sheet and P&L over and over to identify opportunities for efficiency and effectiveness, and its still a difficult task

- rising energy and raw material costs are putting pressure on cost of goods
- overheads and operating expenses continue to rise
- channel shifting and shopper dynamics are forcing you to resource your business differently

Trade spend, Supply Chain and Marketing Development Funds are typically the largest pipeline investments your Company makes to drive your products to market. Every effort is made to ensure that promotional spend is driving the right “lift” at the “right customers”, that your marketing expense is driving awareness and purchase, and that your delivery costs are balanced against best possible service.

When was the last time you put the same rigor into understanding your Investment in Retail? When was the *first* time? What is your performance measurement process that can answer these questions for you?

- Is your Retail Team focusing on the *right* customers and *right* stores?
- Are your store calls generating *positive* sales results?
- Are you spending enough time in the stores that make a difference?
- Are your retail coverage costs escalating, while your benefits per store are declining?

Are there ways to add efficiencies *back* into your store call process? The answer is YES! **ImpactRetail™** can provide the answers to you, and allow you to optimize your retail investment!

What is ImpactRetail™?

ImpactRetail™ is an analytical methodology that provides a foundation for optimizing retail sales force coverage and on shelf availability analysis.

ImpactRetail™ utilizes tools such as Trade Dimensions' TDLinx data to provide a framework through which to develop targeted coverage.

ImpactRetail™ provides a framework through which you can focus valuable retail resources and eliminate waste due to excessive windshield time or allocating time for functions that cannot be performed in a given retailer's store.

ImpactRetail™ can only yield positive results if you commit to the process, perform the required analysis, then put in place the ongoing analysis to validate your assumptions and evaluate the costs and benefits (sales lift) of the coverage.

ImpactRetail™ is not a one time exercise and should be used each time, quarterly/annually, that you route your retail team.

If your top and bottom line could use a boost, contact us for further information.