

Sales Team Providers



**Maximise
visibility and
availability of
your brand on
shelf**

**Sales Team Providers
are a boutique retail
solutions business
operating nationally
across Australia**



Our Service Offering



Grocery & Mass Merchant Call Cycle

In store representation across key retailers with weekly, fortnightly & monthly calls

Build relationships with Store / Grocery Managers

Focus on product availability, visibility & ticketing
Presell promotional activity

Negotiate incremental space, ensure compliance to agreed O/L's

Independent Grocery Sales & MSO Engagement

National coverage with experienced Sales Reps servicing stores in metro locations

Key focus on distribution gains and selling in case deals

Mini relays to gain best location and visibility

MSO Engagement service run by Independents Channel Manager

Planograms / Layout Implementation

Range review planogram implementation in Coles and Woolworths stores

Direct communication with WOW Field Services and Coles Relay

Experienced planogram team

Focus on ensuring new lines on shelf and ticketed

Tactical Blitz Activity

Increase frequency at key periods

Blitz high volume of stores over short time frame

Speed to market on NPD

POS or off location display builds

Call Cycle

In Stock, on shelf, in store, all the time

Consistent in store representation with our national call cycle

- ✓ Woolworths, Coles, Independent Grocery, Big W, Target, Kmart
- ✓ Relationship building
- ✓ OOS Reduction
- ✓ Stock Replenishment & Stock count adjustment
- ✓ Ticket Compliance - Promo & Shelf
- ✓ Damaged Stock Management
- ✓ Brand blocking & shelf maintenance
- ✓ Competitor Insights
- ✓ Speed to Market on NPD
- ✓ Promo activation including discretionary display builds

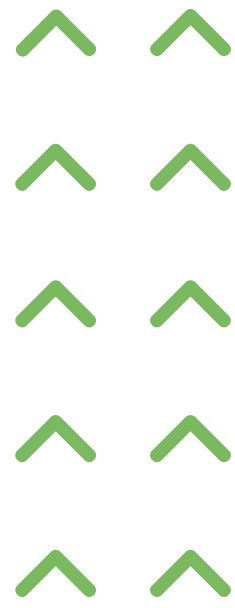
- ✓ Range review planogram implementation in Coles and Woolworths stores
- ✓ Experienced planogram team
- ✓ Planograms execution 3 weeks for WW & 2 weeks for Coles
- ✓ Direct communication with WOW Field Services and Coles Relay
- ✓ Focus on ensuring new lines on shelf and ticketed

Planogram Implementation



Case Study

Red Bull



Brief

- ✓ Key yearly 1/2 Price 250ml x 4pack all states
- ✓ Improve on previous best result of 150 discretionary displays
- ✓ Increase presence of supplementary SKUs (SF/Zero)

Approach

- ✓ Two week presell period
- ✓ Created 1 pager highlighting full range and the role played in capturing different consumer segments
- 30 minute campaign specific briefing to disseminate targets & review opportunities

Results

- ✓ 213 discretionary off locations achieved for 1/2 price promotion
- ✓ STP activation helped contribute towards Red Bull's best ever 1/2 price promotion in Woolworths
- ✓ 17% increase on previous best results (Red Bull data)

