

Sales Operations Management

Manage Retail Account Teams to Maximize Sales

TRUEDEMAND



TrueDemand Results

TrueDemand enables you to gain the following benefits:

- **Cut Out-of-Stock by Up to 50% or More**
- **Lift Overall Sales by 1-3% or More**
- **Develop More Accurate Inventory Estimates and Demand Forecasts**
- **Increase Effectiveness of Merchandising Teams**
- **Execute More Effective New Product Roll-Overs**
- **Maximize Return on Trade Promotion Spend**

TrueDemand Sales Operations Management translates data into action, aligning your sales and merchandising activities with your sales objectives, and enabling you to directly impact revenue.

Today, retailers decide your revenues. They control the data, and they make the decisions about how much product is on the shelf. How can you take control of your sales destiny and make decisions across your sales operation that have a direct impact on sales lift? You need TrueDemand.

Understanding Store-Level Challenges

You are trying to take control over your sales performance. You have teams on the ground in the store, and account teams crunching the numbers, but there are thousands of stores and hundreds of SKUs adding up to millions of SKU-location combinations. You are never going to have enough manpower to manually zero in on problem SKUs or stores. And without this knowledge, you cannot solve the issues that are holding back your sales right now.

The bottom line is that you do not have the visibility into the real store-level problems that affect revenue or the bottom-line financial impact of your decisions. TrueDemand is the solution.

Taking Control with TrueDemand

TrueDemand Sales Operations Management is an executive-level performance management dashboard that presents the big picture across all retail partners while simultaneously allowing you to drill down to the store level, giving you visibility with unparalleled accuracy so you can make the right decisions to drive revenue.

TrueDemand Sales Operations Management provides greater control over sales by:

- Delivering visibility across multiple retail channels, stores and SKUs
- Combining diverse sources and approaches for high accuracy
- Pinpointing revenue shortfalls quickly
- Advocating corrective action
- Standardizing your organization on a common set of metrics and targets

Gain Actionable Insight

TrueDemand Sales Operations Management provides sales executives with a single console for visibility into performance across all retail sales activities. Leveraging breakthrough technology and sophisticated calculations, TrueDemand pinpoints the root causes of out-of-stocks and lost sales, alerts you to problems happening today, and translates that knowledge into meaningful action to lift sales. From any Web browser, users can skim high-level status reports, drill deep into specific prod-



True Capabilities

TrueDemand Sales Operations Management allows you to:

- Integrate All Data Available from Every Major Retailer
- Compare Retailer vs. TrueDemand Forecasts for Greater Accuracy
- Configure Actionable Recommendations Tailored to Each Retailer
- Simulate the Impacts of Various Options
- Drive Action with Automated Workflows to Ensure Execution
- Track Recommended Actions to Verify and Report on Results
- Assess Account Team Performance Against Sales Goals

uct promotions or other sales efforts across multiple retail channels, or trigger action to capitalize on new opportunities.

Timely Visibility

TrueDemand delivers a comprehensive view across thousands of SKUs and stores, from the distribution center to the shelf, so you can see exactly what is happening on a daily basis with promotions and product introductions as well as regular turn items. The easy-to-use dashboard enables you to rapidly spot revenue shortfalls and provides the granular visibility to uncover the real reasons behind out-of-stocks and lost sales.

Vital Speed

Processing daily data, TrueDemand gets to the root causes of sales suppression in near real time. With TrueDemand's accelerated analysis, users quickly identify the highest priority sales issues and rapidly react to retailer requirements or exceptions on retailer scorecards.

Immediate Action

TrueDemand provides proactive recommendations and a structured framework for sales executives to outline the specific actions that need to be taken to achieve sales targets. After communicating action items to the account and merchandising teams, TrueDemand tracks, records and communicates the status of follow-up activities across the sales organization and retail channels.

The TrueDemand Advantage

TrueDemand offers several advantages that are essential for sales executives:

Daily Data

Unlike other tools which only process data weekly, TrueDemand processes data on a daily basis, so you can base decisions on what's happening right now.

Far-Reaching Visibility

TrueDemand offers comprehensive visibility across multiple retail channels, including all stores and distribution centers, as well as all SKUs, promotions and other merchandising activities.

Industry-Leading Accuracy

TrueDemand's patented technology delivers unrivaled accuracy in both inventory estimates and demand forecasting by taking an in-depth look at the many factors that influence sales performance.

Root Cause Analysis

TrueDemand is the only tool available that gets to the root causes of lost sales – including out-of-stocks, but also incorrect merchandising and NPI, price non-compliance, damaged merchandise and competitor promotions.