

Evaluating Your Go-To-Market and In-Store Execution Strategy

TRADITIONAL IN-STORE EXECUTION

THE FUTURE OF IN-STORE EXECUTION

REACTIVE:

Identifying and solving today's problems.



Identifying and solving the root cause of today's problems, so tomorrow's can be avoided.



MOSTLY CORRECTIVE:

Fixing problems from a reactive, tactical point of view.



Strategically addressing identified problems, leading to increased sales opportunities. Merchandising teams operate with a sales-minded focus.



VISUALLY-DRIVEN:

Observations and store visits drive actions.



Retailer POS and inventory data, complemented by data science to identify the most productive, profitable interventions.



DELAYED:

Working from a potentially outdated brief that is only updated periodically.

TIMELY:

Working from a customized to-do list, based on near real-time retailer data, prioritized by value (both financial and strategic).



OPAQUE:

Often cost-based, "same as last year" mentality, driving investment and review.

TRANSPARENT:

Complete, fact-based visibility over investment, labor efficiencies, sales growth and ROI.



CYCLICAL:

Plan, execute, review; rigid quarterly or annual cycle for determining actions and strategic focus.



Continuous, machine learning-driven improvement loop based on actual actions taken in-store and associated results.



Capitalize on the advantages of a forward-looking, in-store execution strategy and ensure you take **the right action**, **at the right store**, **at the right time**.

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