

# In-store guidelines for perfect execution

Our detailed in-store execution guidelines empower FMCG field sales teams with clarity and precision, driving perfect store implementation every time.

## Our approach

~ 6 weeks



### Customer Pain Points

The **absence** of **clear, standardized guidelines** on routines, assortment, and activation leave the sales team **misaligned**, resulting in **decreased productivity**

### Methodology

Review internal documentation + bespoke field research

- Compare current execution to existing guidelines
- Revise and improve communication of objectives
- Transmit information in the most useful way to ensure alignment of the sales force

### Key Inputs

Internal data and secondary resources

- Sales database (Sell-out)
- Sell-in database (with profitability)
- External market studies (i.e. Nielsen, IRI, ..)
- Pre-existing shopper studies
- Store Audit (Optional)

### Deliverables

Standardized guidelines to instruct the sales force and provide a single source of truth

- Perfect store playbook with detailed guidelines for execution in outlet in each channel, segment, and any special circumstances.
- Can include assortment, pricing, planograms, SOVI targets, cooler execution guidelines, cooler planogram, POP materials, promotions and other activities.
- Additionally includes information on consumer occasions to guide the sales force.

### Example

In store routines and execution guidelines

**Traditional Trade Pre-sellers In store routines**  
Suggested average visit time by store size

Pre-seller	Outlet	Preparation	Time to activate	Time to maintain	Time to deactivate	Total time
TT Pre-seller	Preparation	1	1	1	1	4
	Time to activate	2	1	1	1	5
	Time to maintain	3	2	1	1	7
	Time to deactivate	3	2	1	1	7
AFH Pre-seller	Preparation	1	1	1	1	4
	Time to activate	2	1	1	1	5
	Time to maintain	3	2	1	1	7
	Time to deactivate	3	2	1	1	7
Corporate Pre-seller	Preparation	1	1	1	1	4
	Time to activate	2	1	1	1	5
	Time to maintain	3	2	1	1	7
	Time to deactivate	3	2	1	1	7

**Outlet Priorities**

1. Activate based on the winning assortment
2. Activate, organize & maintain the Paper 2-door cooler
3. Ensure secondary placement.

**Winning Assortment**

**Activation Material**

Channel	Cooler type	Visibility type
Coolest	2	Customer Sign/connected outlets Chillers

**GROCERIES Segment A**

Outlet: [Image of store layout]

Activation Material: Cooler, Curtains, Signs, Posters