

Creating the Next Generation of Shopper Obsessed Suppliers

73% of Opportunities never make it to the store. Mainly due to a lack of Shopper Understanding.

Increasing sales and profit by creating the next generation of shopper obsessed suppliers. Through **7 Training Modules** designed to **increase the landing rate** of opportunities that reach the store. **From 27% to a much higher rate** by understanding the shopper significantly better.

THE WHAT: The 73% Funnel



THE WHY: Increasing Sales

£10k

The average cost of identifying an opportunity

£1m

The average opportunity size is £1m

This means that for every 100 opportunities identified
£730k is wasted and £73m of opportunities are not realised.

A 1% point improvement in the landing rate would mean that
for every 100 opportunities £10k is not lost and £1m is realised.

THE HOW: Training Modules

- 1 AGREE CATEGORY TARGETS**
Identify a simple vision, then a measurable target, e.g. penetration, and then the projects to achieve it.
- 2 UNDERSTAND YOUR SHOPPER**
Understand Your Supermarket's Shopper and Your Category Shopper to know their barriers, motivations and needs.
- 3 KNOW YOUR SUPERMARKET**
Know their strategies, their internal processes, and their in-store operations.
- 4 TURN ANALYSIS AND UNDERSTANDING INTO OPPORTUNITIES**
Use the appropriate data sources, with the best analytical ability, to identify real shopper opportunities, that are high value, and do this frequently.
- 5 SELL & OPPORTUNITIES TO SUPERMARKET**
Selling the opportunities is 'half the battle'. Implementing them is the other half.
- 6 LAND OPPORTUNITIES IN-STORE**
Understanding store operations well enough to ensure that opportunities land and land well.
- 7 EVALUATE AND IMPROVE**
Continuously improving the landing rate and the time to land until the industry average is beaten.