

In Store Execution

Audits: Inspect What You Expect

Now is the time to be sure you are effectively utilizing your most expensive resource – your PEOPLE. Focused in-store execution and measurement is the place to start – INSPECT WHAT YOU EXPECT! An Audit process can be quite useful in measuring customer compliance on New Item, Display and promotional pricing initiatives. Tracking Key Performance Indicators (KPI's) and keeping that data focused and fresh is a critical part of successful in-store strategies. The ultimate goal of in-store audits is to drive KPI results, leading to incremental top-line revenue growth. “Inspect what you expect” by validating the integrity of your data, paying attention to in-store opportunities revealed, measuring performance weekly, monthly or quarterly; and by taking advantage of opportunities for continued coaching to achieve your company's stated goals. Retailers also see this type of execution measurement as an excellent tool when results are shared with them, and will find you to be a much more valuable partner.

RW3 solutions can help you communicate clear objectives and directions to your field sales team, as well as integrate the data from their actions back into the overall retail process. Whether you use a Direct or Third Party sales force, their understanding of company driven expectations, goals and measurements is crucial to their success, and ultimately drives improvement to your top and bottom lines. The audit process looks the same no matter who visits the store; a Direct or Broker Rep seeks to reveal the same information at the store and for the same purpose. It is crucial to discover whether store conditions are reported accurately and to be sure that information is communicated effectively to the people who can then revisit the problem areas to make corrections or enhancements.

Understanding the workflow and goals of an audit is only part of the equation. It is also necessary to have a **process** in place and **technology** to support it. RW3 has successfully helped many of our customers develop a successful process, build their workflow and implement a system for data collection and reporting to achieve and exceed retail goals. RW3 partners with companies to develop successful retail execution strategies, and provides the tools necessary to optimize sales channel efficiency and productivity; ultimately increasing speed-to-shelf, expanding market share and maximizing ROI. We enable your team to ensure execution discipline in-store, articulate standards and expectations, and provide nearly instant feedback to drive KPI results.

We would welcome the opportunity to discuss your company needs and help determine whether RW3's solutions would be a good fit for your retail strategies. Please contact RW3 at 800-444-5793 or email info@rw3.com for more information about our audit and other solutions, or to answer your specific questions as they relate to your requirements. ■