



**JAMES HUME**  
BEVERAGE ALCOHOL  
CONSULTING SERVICES



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## SERVICES

| PROJECT   | INCLUDED IN FULL PACKAGE | STAND ALONE PROJECT |
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| <p><b>A COMPREHENSIVE LCBO COUNTER SALES ANALYSIS FOR YOUR BEVERAGE CATEGORY &amp; REVIEW OF YOUR CURRENT LISTING(S) PERFORMANCE RELATIVE TO THE COMPETITIVE SET(S)</b></p> <p><b>INCLUDES:</b></p> <ul style="list-style-type: none"><li>• COMPETITIVE SET PRICING ANALYSIS</li><li>• COMPETITIVE SET PERFORMANCE BY BEVERAGE STYLE</li><li>• COMMENTARY &amp; RECOMMENDATIONS</li></ul> <p><b>BENEFITS:</b></p> <ul style="list-style-type: none"><li>• ENSURE YOU'RE PRICED PROPERLY, RELATIVE TO YOUR COMPETITIVE SET</li><li>• BEVERAGE STYLE DATA PROVIDES INSIGHTS INTO EMERGING CONSUMER TRENDS TO CONSIDER FOR FUTURE INNOVATIONS</li><li>• BENCHMARK YOUR BRAND(S) PERFORMANCE RELATIVE TO THE COMPETITIVE SET(S)</li></ul> <p><b>DELIVERABLES:</b></p> <ul style="list-style-type: none"><li>• A COMPREHENSIVE ANALYSIS REPORT WITH COMMENTARY AND RECOMMENDATIONS</li></ul> |                          |                     |
| <p><b>A COMPREHENSIVE MARGIN ANALYSIS BY CHANNEL &amp; SALES EXPENSE ANALYSIS BY TERRITORY TO DETERMINE PROFITABILITY BY CHANNEL &amp; TERRITORY</b></p> <p><b>INCLUDES:</b></p> <ul style="list-style-type: none"><li>• MARGIN ANALYSIS BY CHANNEL</li><li>• PROFITABILITY ANALYSIS BY TERRITORY</li><li>• COMMENTARY &amp; RECOMMENDATIONS</li></ul> <p><b>BENEFITS:</b></p> <ul style="list-style-type: none"><li>• IDENTIFY UNDER PERFORMING CHANNELS AND TERRITORIES</li><li>• IDENTIFY OVER PERFORMING CHANNELS AND TERRITORIES TO INCREASE INVESTMENT TO OPTIMIZE SALES &amp; REVENUE</li><li>• IDENTIFY OPERATIONAL INEFFICIENCIES BY CHANNEL &amp; TERRITORY</li></ul> <p><b>DELIVERABLES:</b></p> <ul style="list-style-type: none"><li>• A COMPREHENSIVE ANALYSIS REPORT WITH COMMENTARY AND RECOMMENDATIONS</li></ul>   |                          |                     |

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| <p><b>A COMPREHENSIVE FISCAL YEAR SALES PLAN BY CHANNEL</b></p> <p><b>INCLUDES:</b></p> <ul style="list-style-type: none"> <li>• 12 MONTH SALES PLAN BY CHANNEL &amp; TERRITORY BROKEN DOWN BY POINTS OF DISTRIBUTION AND AVERAGE RATE OF SALE</li> <li>• MONTHLY UNIT, CASE AND KEG SALES PLAN BY CHANNEL AND TERRITORY</li> <li>• MONTHLY REVENUE &amp; PROFIT PLAN BY CHANNEL AND TERRITORY</li> <li>• MONTHLY TRACKING ANALYSIS BY CHANNEL &amp; TERRITORY (ACTUAL VS. PLAN VS. LAST YEAR)</li> <li>• LCBO TARGET STORE LIST AND RANKING BASED ON TOP PERFORMING LOCATIONS FOR YOUR BEVERAGE CATEGORY</li> </ul> <p><b>BENEFITS:</b></p> <ul style="list-style-type: none"> <li>• A DYNAMIC SALES PLAN COVERING ALL CHANNELS &amp; TERRITORIES THAT CAN BE ADJUSTED AS NEEDED TO SUIT BUSINESS NEEDS</li> <li>• PERFORMANCE TRACKING BY CHANNEL &amp; TERRITORY TO IDENTIFY UNDER OR OVER PERFORMING CHANNELS AND TERRITORIES</li> <li>• TARGET THE STORES THAT DRIVE RATE OF SALE</li> </ul> <p><b>DELIVERABLES:</b></p> <ul style="list-style-type: none"> <li>• A DYNAMIC EXCEL BASED SALES PLAN AND TRACKING MECHANISM TO TRACK PERFORMANCE TO PLAN</li> </ul> |    |    |
| <p><b>A COMPREHENSIVE ROI ANALYSIS ON LCBO IN-STORE PROMOTIONS TO IDENTIFY THE COMBINATION OF IN-STORE PROMOTIONS AND PERIODS TO MAXIMIZE YOUR RETURN (BASED ON HISTORICAL PROMOTIONAL PERFORMANCE WITHIN YOUR BEVERAGE CATEGORY)</b></p> <p><b>INCLUDES:</b></p> <ul style="list-style-type: none"> <li>• ROI ANALYSIS BY PERIOD BY PROMOTIONAL TYPE AND EXPECTED RETURN</li> </ul> <p><b>BENEFITS:</b></p> <ul style="list-style-type: none"> <li>• KNOW WHERE TO INVEST TO GET THE BIGGEST BANG FOR YOUR BUCK</li> <li>• DEVELOP AN ACCURATE IN-STORE PROMOTIONAL BUDGET</li> </ul> <p><b>DELIVERABLES:</b></p> <ul style="list-style-type: none"> <li>• A COMPREHENSIVE ANALYSIS REPORT WITH COMMENTARY AND RECOMMENDATIONS</li> </ul>   |  |  |

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| <p><b>A COMPREHENSIVE LCBO IN-STORE PROMOTIONAL CALENDAR, BUILT TO YOUR BUDGET, COVERING 13 LCBO PERIODS</b> <i>(STAND ALONE PROJECT MUST BE COMBINED WITH THE ROI ANALYSIS)</i></p> <p><b>INCLUDES:</b></p> <ul style="list-style-type: none"> <li>• A FULL 13 PERIOD LCBO IN-STORE PROMOTIONAL CALANDAR PLAN</li> </ul> <p><b>BENEFITS:</b></p> <ul style="list-style-type: none"> <li>• LOCK IN A FULL 13 PERIOD LCBO IN-STORE PROMOTIONAL CALENDER PLAN THAT MAXIMIZES YOUR ROI, DRIVES DISTRIBUTION AND POINTS OF DISTRIBUTION</li> <li>• SET YOUR LCBO IN-STORE PROMOTIONAL BUDGET AT THE BEGINNING OF THE YEAR</li> </ul> <p><b>DELIVERABLES:</b></p> <ul style="list-style-type: none"> <li>• A COMPREHENSIVE 13 PERIOD IN-STORE PROMOTIONAL CALENDAR PLAN WITH ESTIMATED PROMOTIONAL SPEND AND ESTIMATED RETURN</li> </ul>                             |   | <p>IN CONJUNCTION WITH THE ROI ANALYSIS ONLY</p>                                     |
| <p><b>LCBO PRODUCT SUBMISSION PREPERATION AND EXECUTION</b></p> <p><b>INCLUDES:</b></p> <ul style="list-style-type: none"> <li>• PRESENTATION PREPERATION</li> <li>• NEW ITEM SUBMISSION (NISS) EXECTUTION</li> </ul> <p><b>BENEFITS:</b></p> <ul style="list-style-type: none"> <li>• PUT YOUR BEST FOOT FORWARD TO INCREASE YOUR CHANCES OF OBTAINING A NEW PRODUCT LISTING</li> <li>• LEVERAGE CATEGORY SALES DATA &amp; COMPETITIVE PRICING DATA TO PRESENT A COMPELLING PRESENTATION THAT SUPPORTS YOUR LISTING</li> </ul> <p><b>DELIVERABLES:</b></p> <ul style="list-style-type: none"> <li>• A COMPELLING PRESENTATION TO ACCOMPANY YOUR SUBMISSION(S)</li> <li>• EXECUTION OF NISS (NEW ITEM SUBMISSION SYSTEM) <i>(PACKAGE DEAL – ANY PRODUCT CALL WITHIN THE PROJECT TIMELINE. LIMITED TO A MAXIMUM OF 3 SUBMISSION PER PRODUCT CALL)</i></li> </ul> |  |  |

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| <p><b>LCBO SALES TEAM TRAINING</b></p> <p><b>INCLUDES:</b></p> <ul style="list-style-type: none"> <li>• COMPREHENSIVE COMPANY SPECIFIC SALES TEAM TRAINING MANUAL</li> <li>• IN-PERSON SALES TRAINING DAY COVERING:</li> <li>• STORE TARGETING</li> <li>• CALL FREQUENCY</li> <li>• SELL SHEET USE</li> <li>• FACT BASED &amp; DATA DRIVEN SELLING SKILLS</li> <li>• ORDER OF "ASK"</li> <li>• SHELF PLACEMENT</li> <li>• DISCRETIONARY SPACE OPPORTUNITIES</li> <li>• EMPLOYEE ENGAGEMENT &amp; STAFF TASTINGS</li> <li>• PROMOTIONAL EXECUTION</li> <li>• CRM MANAGEMENT</li> </ul> <p><b>BENEFITS:</b></p> <ul style="list-style-type: none"> <li>• GET YOUR TEAM RETAIL SALES READY</li> <li>• FOCUS ON OPTIMIZING EACH AND EVERY STORE VISIT</li> </ul> <p><b>DELIVERABLES:</b></p> <ul style="list-style-type: none"> <li>• COMPANY SPECIFIC SALES TEAM TRAINING MANAUAL</li> <li>• ON-SITE SALES TEAM TRAINING FROM AN EXPERT</li> </ul> |    |    |
| <p><b>LASTCALL ANALYTICS CRM CONSULTING / DATA ANALYTICS TRAINING / KPI SETTING AND TRACKING</b></p> <p><b>INCLUDES:</b></p> <ul style="list-style-type: none"> <li>• LASTCALL DATA ANALYTICS TRAINING USED TO PERFORM THE ABOVE PROJECTS AND METHODOLOGY</li> <li>• CRM SURVEY SET UP RECOMMENDATIONS</li> <li>• CRM TRACKING</li> </ul> <p><b>BENEFITS:</b></p> <ul style="list-style-type: none"> <li>• FULLY UTALIZE LASTCALL ANALYTICS TO TRACK SALES CALLS AND METRICS</li> <li>• CUSTOMIZED SALES SURVEYS THAT ENSURE THAT IMPORTANT TALKING POINTS AND PRIORITIES ARE MET DURING EACH SALES CALL</li> <li>• TRACK SALES REPRESENTATIVE PERFORMANCE</li> </ul> <p><b>DELIVERABLES:</b></p> <ul style="list-style-type: none"> <li>• LASTCALL ANALYTICS TRAINING AND SOP DOCUMENTATION (MUST PURCHASE LASTCALL ANALYTICS AND LCBO SALE OF DATA FOR YOUR COMPETITIVE SET(S))</li> </ul>  |  |  |

**FOR THE FULL PACKAGE ONLY – I’LL PROVIDE YOU WITH THE TOOLS AND IN-PERSON TRAINING REQUIRED TO MAINTAIN AND MANAGE ALL PROJECTS IN THE PACKAGE GOING FORWARD**

**INCLUDES:**

- *FULL TRAINING AND RESOURCES REQUIRED*

**BENEFITS:**

- *MANAGE ON YOUR OWN GOING FORWARD. ALTHOUGH I’M ALWAYS AVAILABLE TO ANSWER QUESTIONS AND GIVE A REFRESHER IF NEEDED*

**DELIVERABLES:**

- *ACCESS TO ALL RESOURCES AND FULL TRAINING AND “HOW TO” MANAUAL FOR EACH PROJECT*

