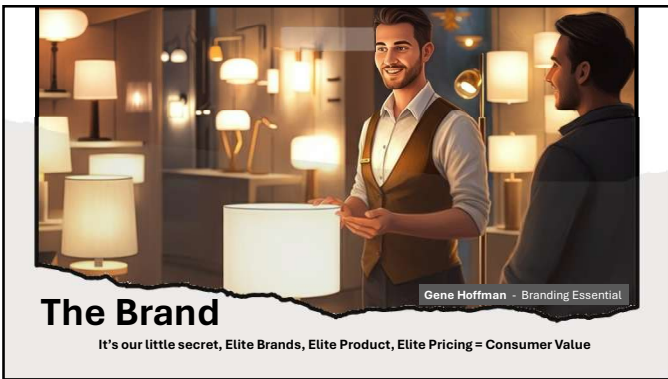


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- ◆ Not so little secret – Brand Identity at the Point of Sale
- **Systemic issue:**
 - Lack of brand identity across the sales channel
 - Products appear interchangeable to consumers
 - Sales default to price instead of consumer value
 - Frontline associates lack clarity on brand uniqueness
 - Without perceived value, price becomes the only differentiator
- **Outcome:** A race to the bottom in margin and price
- **Solution:** Make brand identity a frontline priority

The Brand

It's our little secret, Elite Brands, Elite Product, Elite Pricing = Consumer Value

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Let's Fix what doesn't work

Unified Goal

- Manufacturer
- Manufacturer Rep
- Retail Ops & Sales
- Customer

How we all WIN...!!!

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Manufacturer

- Passion exists—but does it reach the sales floor?
- Specs lack emotional connection.
- Sales associates must embody the brand
- “ABOUT US”

Result: Value fades before it reaches the sales floor

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Manufacturer Rep

Bridge the brand to the showroom
How we do it...


- Provide training tools.
- Bite-size training, Flashcards
- Elevate Confidence
- Provide Tracking Reporting
- Recognition and Certification




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Brand Ambassadors




Brand Ambassadors



Brand Ambassadors



Brand Ambassadors



Brand Ambassadors

Carol

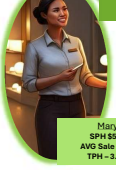

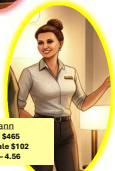

The Metrics

SPH
AVG Sale
TPH

Consumer

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Carol

Gill

SPH \$346
AVG Sale \$122
TPH - 2.83

Consumer

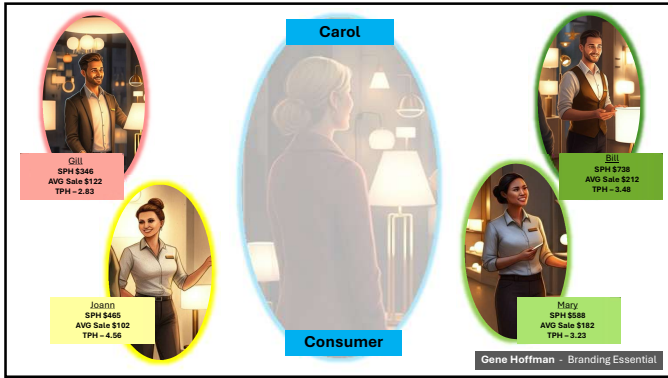
Joann
SPH \$405
AVG Sale \$102
TPH - 4.56

Bill
SPH \$728
AVG Sale \$212
TPH - 3.48

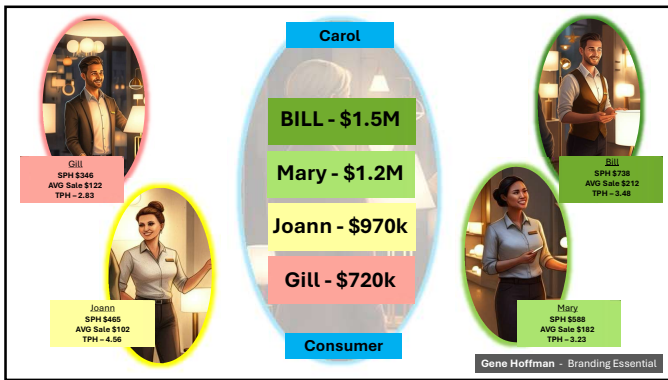
Mary
SPH \$588
AVG Sale \$182
TPH - 3.23

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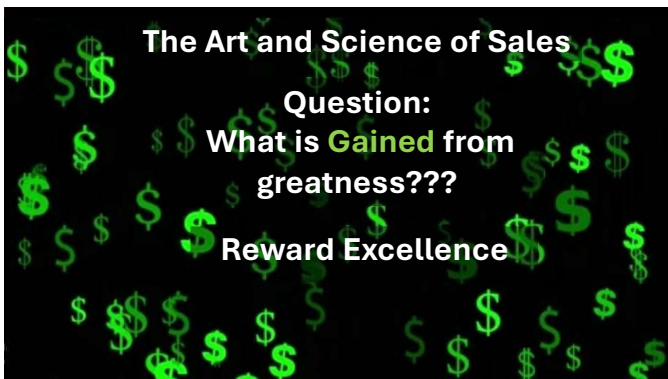
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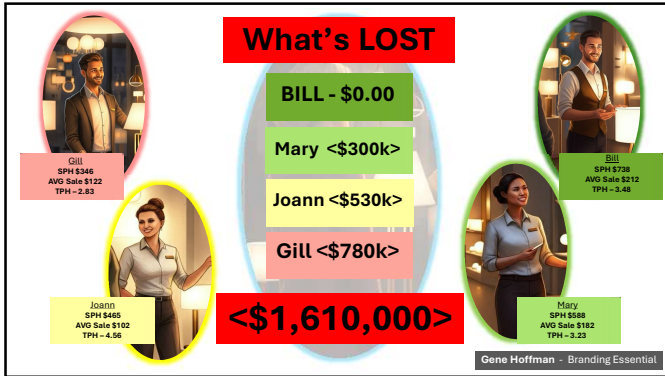
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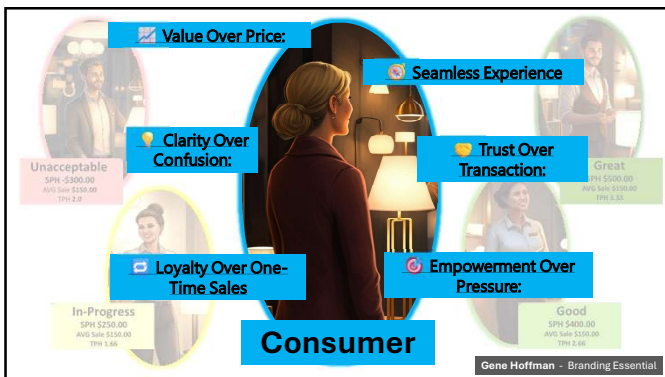
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THE 3 NON-NEGOTIABLES

1. Knowledge must be measured and delivered
2. The Frontline Sales Associate is Pivotal
3. Excellence deserves recognition

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— ♦ — ♦ — ♦ —

HISTORY | IN NETS

Thank you...



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