



CROSSMARK



Todd Mitchell
Vice President,
Business Development Group
CROSSMARK

OVERVIEW: MANUFACTURERS TODAY ARE INCREASINGLY SOPHISTICATED IN THEIR KNOWLEDGE OF IN-STORE EXECUTION, due to the availability of information and the critical need to influence shoppers. A global CPG company today expects: *predictable levels of execution, quality execution, visibility to results, flexibility and scale, and most importantly, a solid return on investment.*

To deliver these objectives, a manufacturer would need:

- 13,000 in-store representatives;
- 272,000 outlets in coverage;
- More than six million store calls per year;
- More than 8.5 million hours spent on in-store execution;
- Execution of more than 26 million client-directed tasks.

Or... the manufacturer could simply call CROSSMARK.

More than 20 years ago, CROSSMARK set out to make "in-store execution" our defining point of influence and differentiation. As a result, CROSSMARK has built a business process that delivers exactly what clients need today: **predictability, quality execution, visibility, flexibility, scale and ROI.**

HERE ARE JUST A FEW RECENT CASE STUDIES where CROSSMARK has delivered for its clients:

■ *Global Pet Food Client:* Rotated products and validated distribution in 15,000 supermarket stores in two weeks. **Result: 100-percent execution!**

■ *Paper Goods Client:* Verified distribution and corrected voids in the adult care, baby wipes and training pants areas. **Result: \$1.2 million ROI!**

■ *Multi-branded CPG Client:* Installed/adjusted shelves in the refrigerated baked goods department in 1,500+ Kroger stores. **Result: 99-percent compliance for timeliness and completeness!**

■ *Leading Snack Foods Client:* Reset the entire DSD salty snack department in Wal-Mart stores nationwide within three-week window. Expectations in timing and quality were exceeded!

TODAY'S BUSINESS ENVIRONMENT REQUIRES COMPANIES LARGE AND SMALL TO TAKE CALCULATED STEPS of in-store execution. CROSSMARK's relationship with ACNielsen is unique in the agency space. Our collaboration allows us to utilize store-specific POS data to **mobilize personnel to the right store at the right time to perform the right action and deliver calculated, predictable results** for the clients we serve. Our ability to customize those actions to fit the differing needs of each manufacturer is yet another point of differentiation.

CROSSMARK SERVICES INCLUDE:

■ **Headquarter services:**

Full service headquarter representation

■ **Headquarter assist:**

Category management

Contract management

Presentation development

Deduction management

■ **In-store execution:**

Client-specific team

Project team

Set/Surge

Customer Teams

Continuity

■ **Insights:**

Category level

Store level

Consumer

■ **Business process outsourcing:**

eXchangeBridge, Web portals, data management

If you'd like to see what CROSSMARK can deliver for you, please contact Todd Mitchell, Vice President, Business Development Group, at 469-814-1637 or todd.mitchell@crossmark.com. ■

CROSSMARK®

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