



The Integrated Supply Chain

The Role of the Sales Agent

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Director Sales Support

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**The more things change...
The more they stay the same**

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- The role of the sales agent (broker) is still to:
 - Sell
 - Promote
 - Process
 - Merchandise
- The difference is the selling of customized Sales, Marketing and Merchandising services

Selling New Products

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- Analyze
 - Category Management
 - Consumption Analytics
 - Gap Analysis
- Prepare
 - Brand Positioning by Retailer
 - Trade Funds Management
- Sales Roll-Out and Collateral
- Presentation
- Securing Distribution

Promoting Products

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- Analyzing
 - Timing, markets and conditions
- Preparation
 - Grouping events to maximize effectiveness
- Securing Promotion
 - Presentation delivery
 - Trade and consumer spending
- Execution
 - Manage the promotion's life-cycle

Servicing Transactions

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- Recording Terms of Sales
 - Anticipated Pricing, terms, promotion, timing, etc.
- Handling Inbound Purchase Orders
 - Managing EDI, Fax and Phone orders for accuracy and transmittal
- Logistics services
 - Handling exception based issues

Merchandising Services

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- In-Store Merchandising Support Services
 - I.S.E. / Homestore
 - Resets and New Item Placements
 - Surge Schedules
 - Syndicated Coverage
 - Dedicated Coverage
 - Custom Solutions

Data Synchronization Roles

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- Benefactor
 - Your agent regains and redirects resources by embracing GDS
- Advisor/Intermediary
 - Coaching manufacturers through shared knowledge and unique perspectives
- Implementer
 - Design, Develop, Do



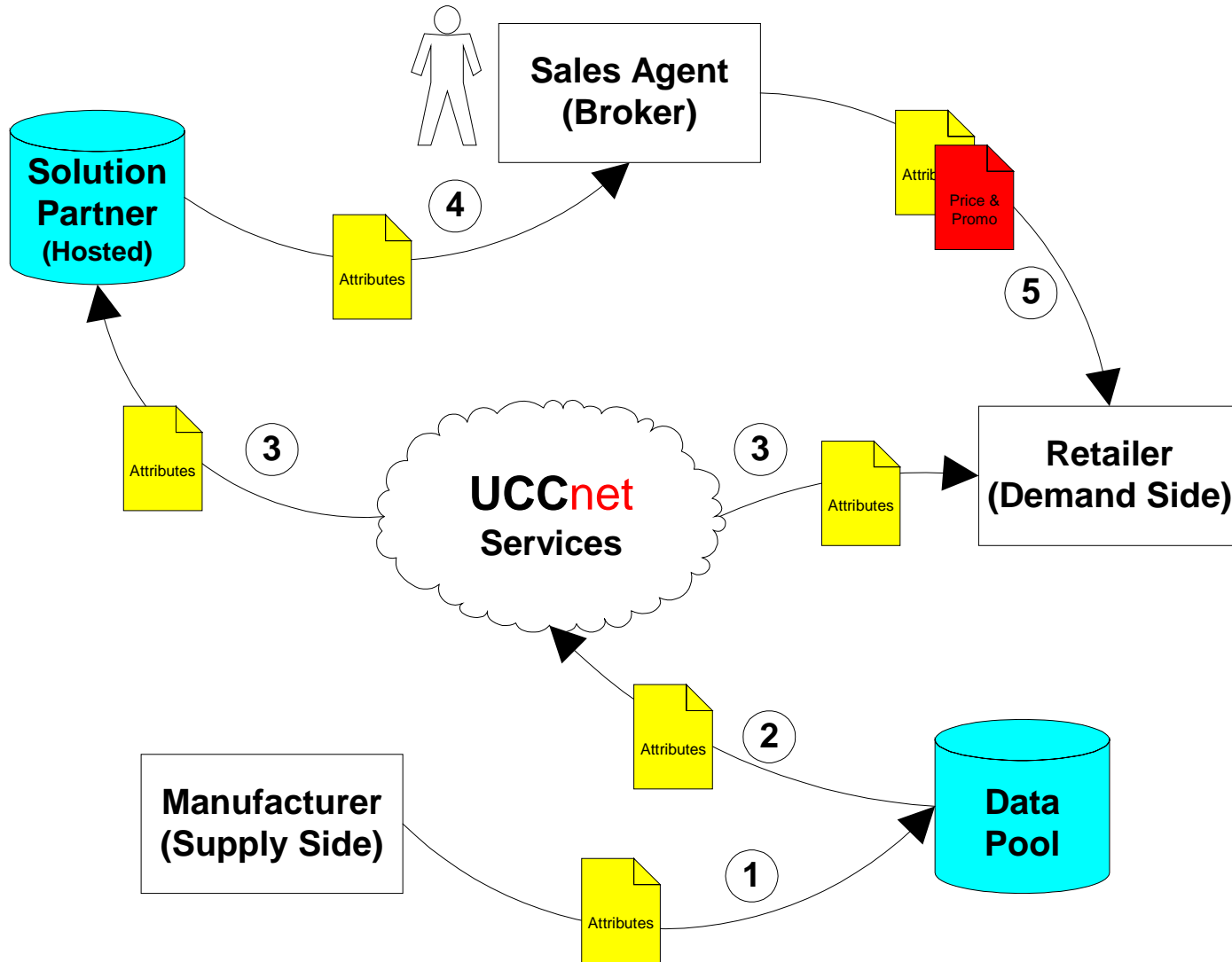
Benefactor

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- By using Data Sync messages, GTINs and GLNs we can reduce order errors by approximately 1/3rd
- Enables sales agents to facilitate in collaborative commerce
- Less administrative tasks equals more selling and marketing services
- Greater accuracy results in efficient use of resources

Benefactor

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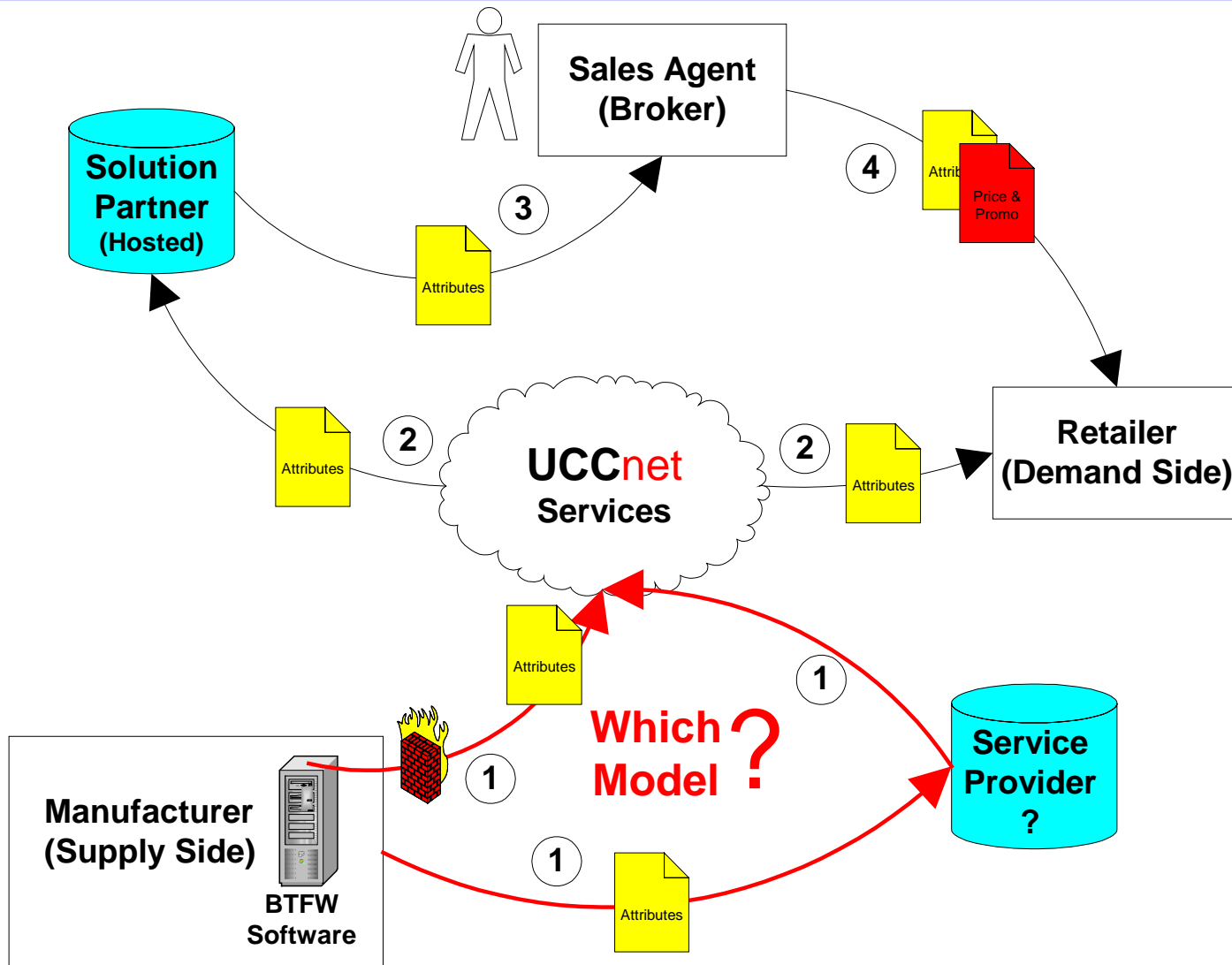
Advisor/Intermediary

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- Positioned between the supply and demand sides as a trusted solution advisor
- Proponents of industry standards
- Bring capabilities to manufacturers of all sizes
- Expertise in trends versus process improvements
 - Product introductions
 - Product life cycles
 - UPC Codes
 - EDI
 - Category Management
 - ECR
 - ABC
 - DPP

Advisor/Intermediary

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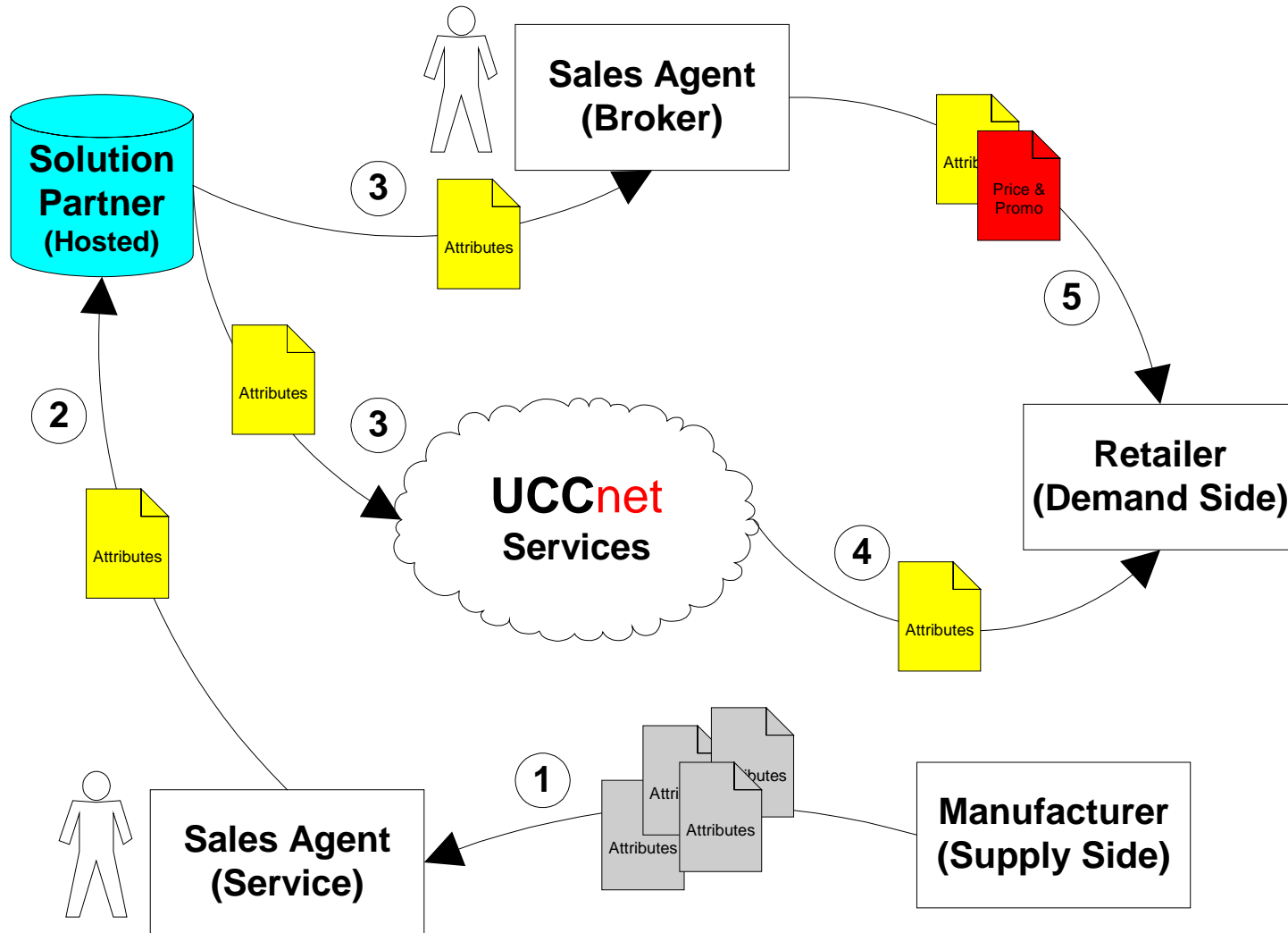
Implementer
Yes, we do that.

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- Expand capabilities
- Large client-base results in greater scale and expertise
- Enhanced learning curve using:
 - GTIN Creation Best Practices
 - Trade Item Hierarchies
 - GLN Strategies
 - Solution partner selections
 - Backend integration projects
 - ISO 9001 Certified Software Developer
 - Microsoft Gold Certified Partner

Implementer Yes, we do that.

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The Sales Agent's Role

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GDS

Global Data Synchronization

● ● ● ● ● ● ● ● Call to Action

Next Steps

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- Understand GDS is not a fad – get moving
- Require your sales agent or internal team to get in the game
- Commit to GDS and begin to capture lost efficiencies by:
 - Signing up with UCCnet
 - Developing your roadmap
 - Begin to sourcing solution providers
 - Refocus on your core competencies



Questions & Answers

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