

“The New Generation Sales Call”

The Greenbrier

June, 2007

Wegmans
helping you make great meals easy

SMUCKER'S

P&G

ORACLE

GMA
The Association of Food, Beverage
and Consumer Products Companies

FPA
FOOD PRODUCTS
ASSOCIATION
SCIENCE • SAFETY •
PUBLIC POLICY

“The New Generation Sales Call”

Sales Call of the Future Video



“The New Generation Sales Call”

How it began:

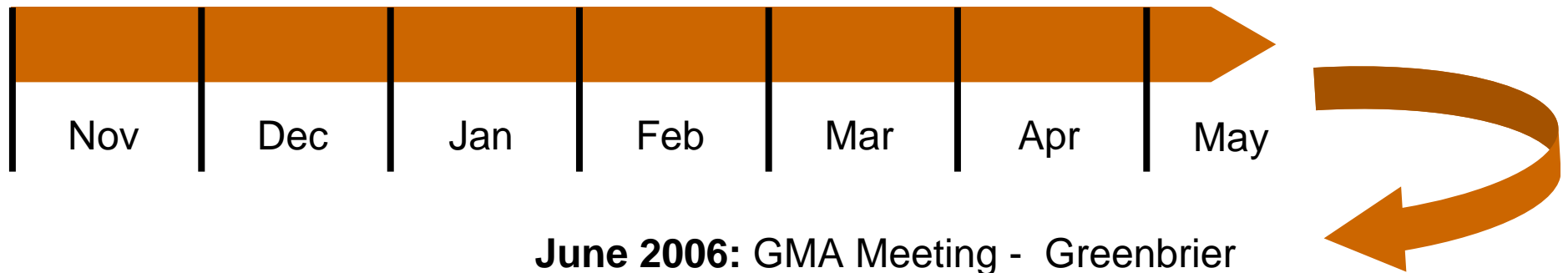
What disruptions are getting in the way of satisfying consumers?



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Common Goals, Common Measures Pilot Project Timeline

Project Kickoff Measure Selection Goal Selection System Go-live Quarterly Meetings Executive Review



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Objectives: Enable Growth; Eliminate Disruptions

Strategic Choices:

- Focus on the Consumer.
- Connect our business information.
- Share the Supply Chain.
- Prepare People for the Future.

Best Practices:

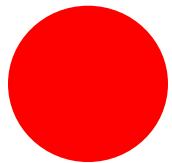
- Aligned resources: “butterfly to diamond”.
- Aligned strategic initiatives.
- Joint business planning.
- Standard measures and common goals.
- Shared tracking and scorecard.
- Measured results.
- Shared recognition.



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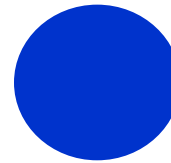
Objectives: Enable Growth; Eliminate Disruptions

Strategic Choices:



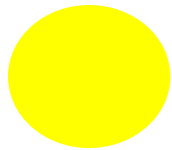
Focus On The Consumer

Plan with the consumer in mind. Share joint visibility to category and brand performance - 360° view of consumer



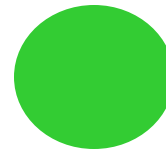
Prepare Our People For The New World

Automate processes and enable organizations to spend time working more strategically. Work together across organizations. Align reward systems with goals.



Connect our Business Information

Operate our businesses off the same sources of information.
Accurate Data Synchronization
Common Goals, Common Measures
Sharing POS
EPC



Share Our Supply Chain

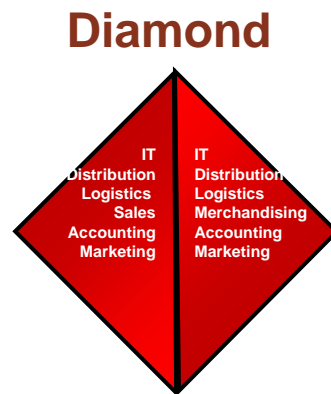
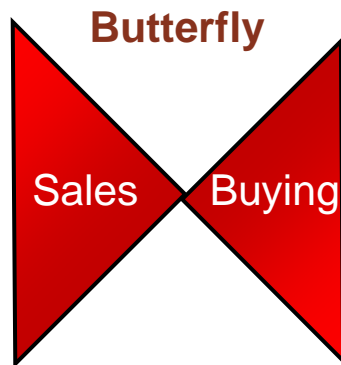
Aspire to operate the Supply Chain as if we were one company. Share information within and between companies to collaborate from source to consumption.



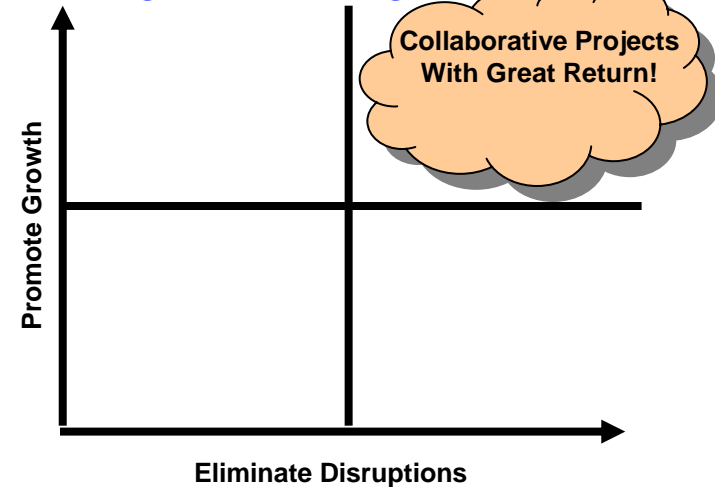
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Best Practices:

Aligned Resources: Butterfly to Diamond



Aligned Strategies



Joint Business Planning

Annually

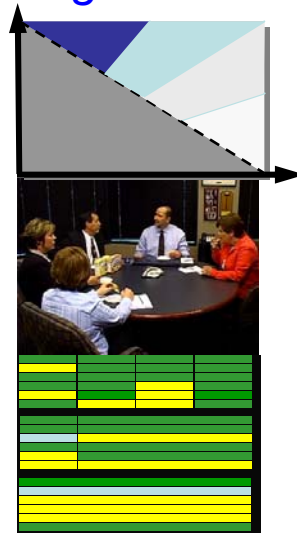
Review results, strategies, goals for year

Quarterly

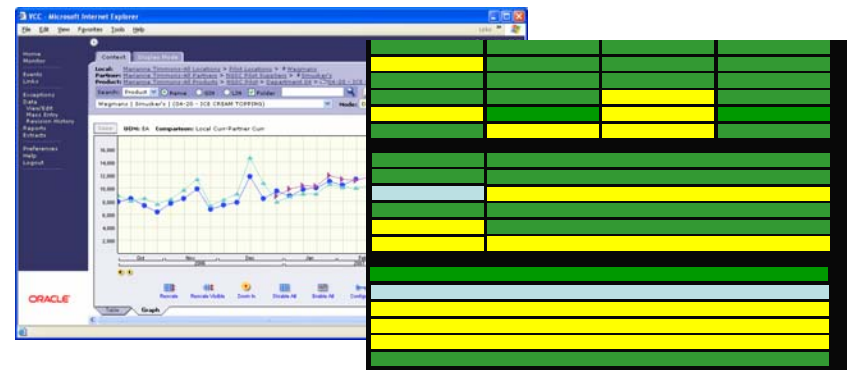
Cross functional Reviews

Weekly/Monthly

Day to Day interactions

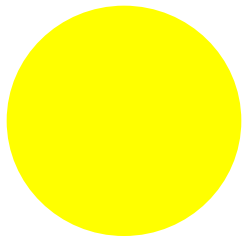


Standard measures and common goals.
Shared tracking and scorecard.
Measured results



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It begins with accurate data synchronization in order to operate our businesses off the same information.



Connect our Business Information

Operate our businesses off the same sources of information.

Accurate Data Synchronization

Common Goals, Common Measures

Sharing POS

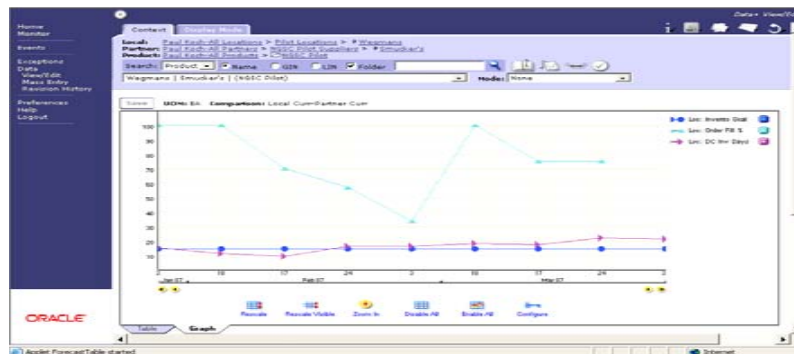
EPC



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Real Benefits so far :

- Improved alignment within and between trading partners.
- Improved Shopper Focus.
- Specific instances of eliminating disruptions: fewer deductions, inventory build up.



Eliminating Disruptions

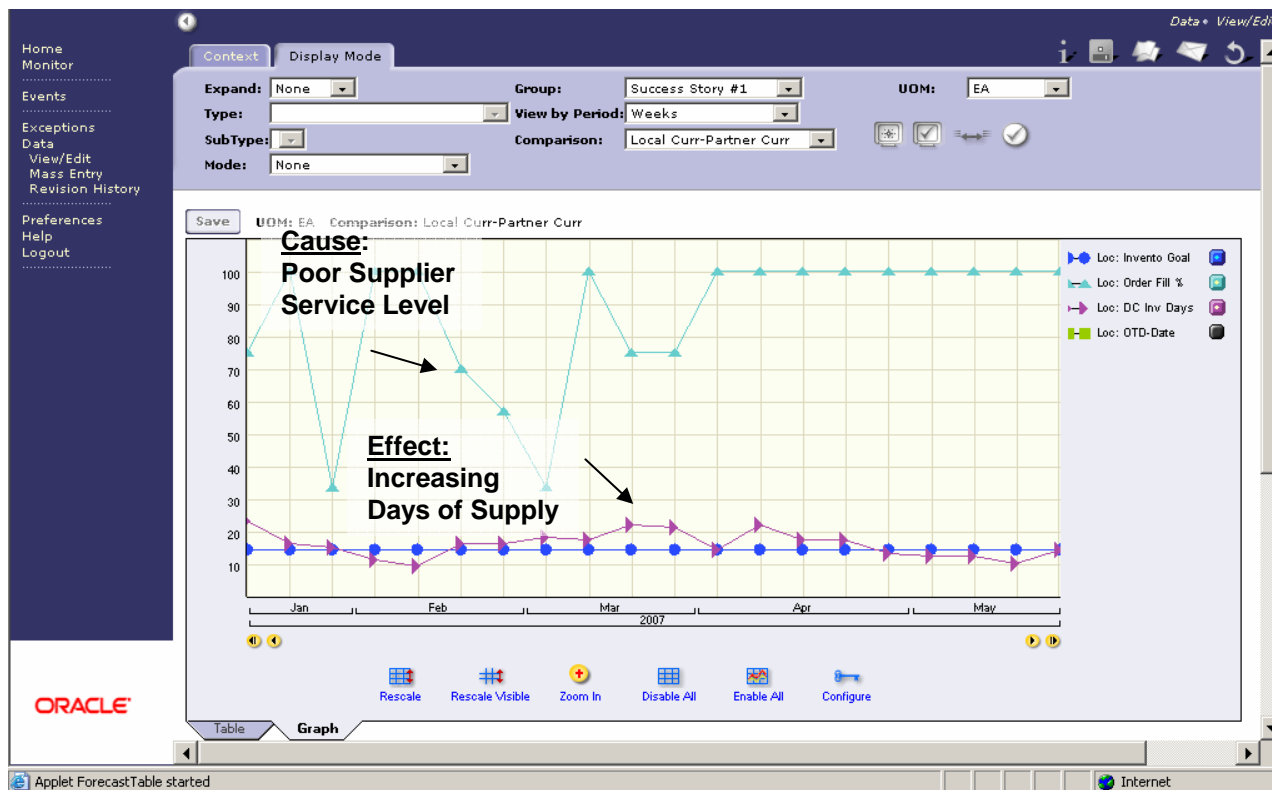
Opportunity: Days of Supply Greater than Goal, Supplier Service Level Less Than Goal

New Approach

- Use on-line collaboration tool to analyze relationships between various measures

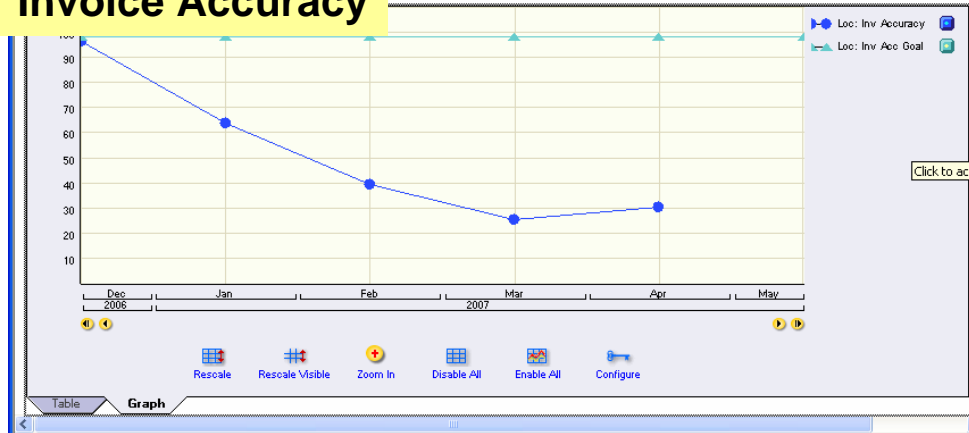
Results

- Identified the right opportunity
- Once resolved, *days of supply* can be addressed without impacting our service levels
- Visibility to **source-to-consumption** measures keeps focus on right things



Eliminating Disruptions: Good People Working To Eliminate Deductions!

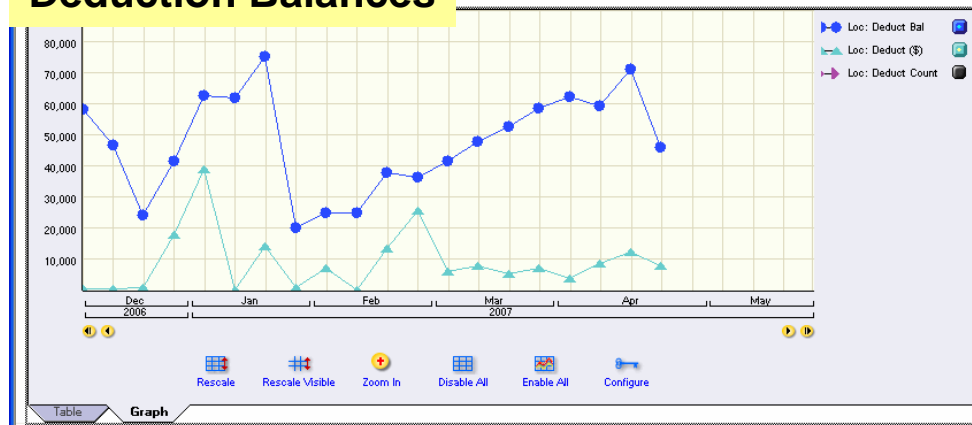
Invoice Accuracy



New Approach

- Utilize the Diamond Team
- Mutual access to the data
- Subject matter experts focus on the issue at hand
- Collaborative agreement

Deduction Balances



Results

- Quickly discovered a relationship between Deductions and Invoice Accuracy
- Now focused on the root cause
- Mutual focus on accelerating growth and providing **incredible service**

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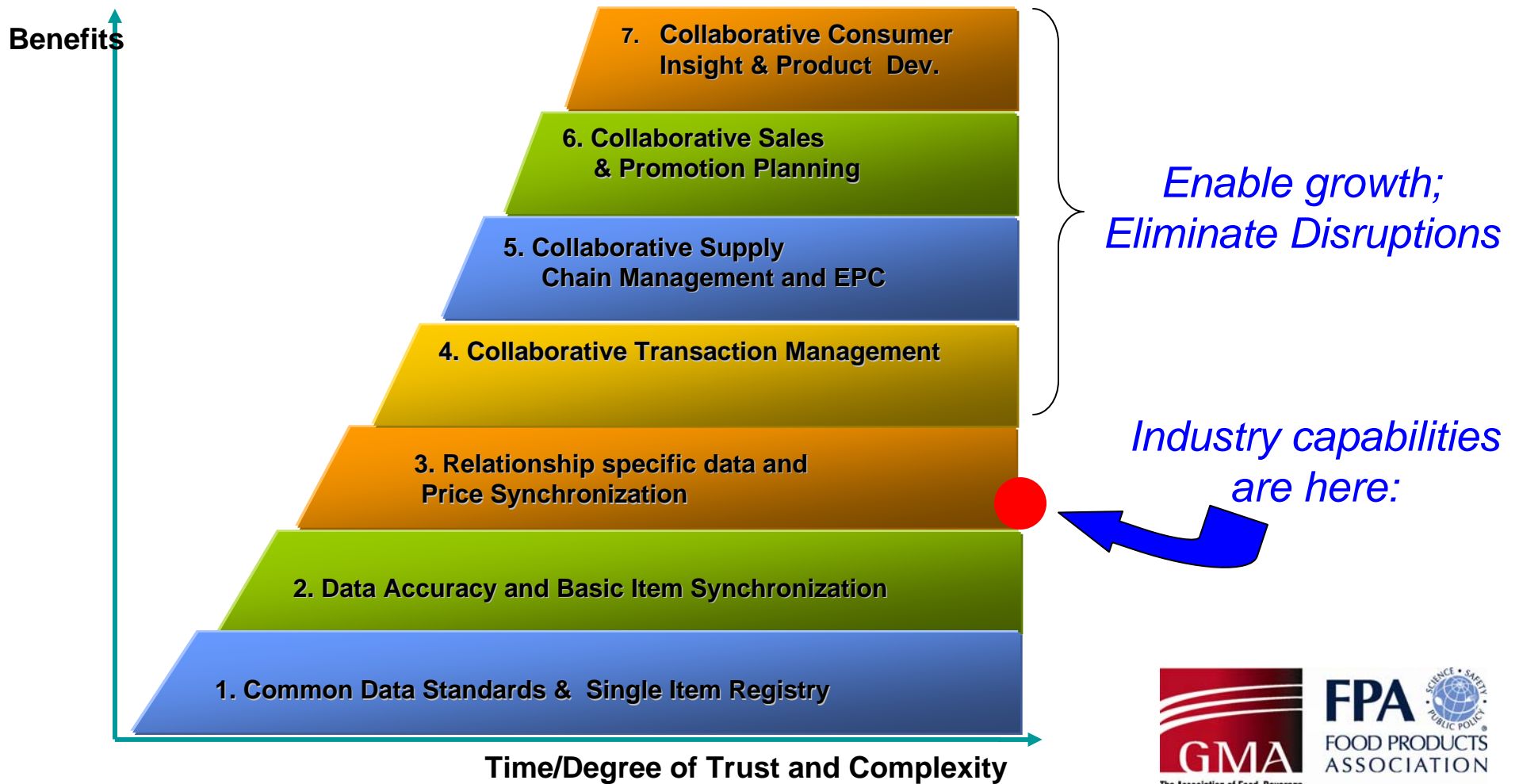
What’s Different ?

- This is a strategic business initiative – not a technology initiative – owned by the line business managers.*
- Acknowledge that delivering the growth objective requires eliminating the disruptions.*



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The Roadmap: (Circa 2001)



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The Call to Action:

- *Get involved – create internal alignment to participate in a pilot or learn from others.*
- *It begins with Accurate Data Synchronization – have an action plan and measures.*
- *Rely on the GMA/FPA, FMI and other industry action groups, but drive results by engaging your trading partners in this business initiative*



Industry Affairs Operating Structure

Industry Affairs

Sales & Growth

Supply Chain & Technology

**Brian Lynch, Director
Sales and Sales Promotion**

**Pam Stegeman, Vice President
Supply Chain & Technology**

Sales Vanguard & Sales Committee

Information Systems Committee

Industry Development Team

Logistics Committee

Sales Agency Committee

Direct Store Delivery Committee

Joint Industry Coupon Committee

Supply Chain Vanguard

Joint Industry Unsaleables Leadership Team

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Thank you.

