

## Weekly Ad/Sales Plan Execution – Work Activities

- 1. Ad/Sales Plan copy distribution:**
  - Control distribution of the ad itself; define what else the customer will be seeing (print, radio, TV, billboard media...whether your chain or not).
  - Set sales goals (store, category, family, SKU).
  - In-week peer group performance tracking.
  - Front window signage – what to expect, where to place.
- 2. Ad item purpose:**
  - What we're hoping to accomplish with this item (i.e., new item traffic builder...product penetration...profit builder at a 32 gross).
- 3. Competition's ad information:**
  - What they're doing.
- 4. Display standards/customer use information:**
  - How to build the displays for My Store; where items should be cross-merchandised to generate additional sales.
  - Product delivery – key points for store associates to help customers use the item.
- 5. Product information:**
  - Example: New release DVD (describe for associates the different endings, still picture galleries; define cross-merchandise programs such as a tie with various soda varieties to suggest a "Family Night" type merchandising theme).
  - Publish special store level ads to reinforce displays – print at store level as required.
- 6. Prior year special events:**
  - History...what items were on last year; what happened (new release DVDs, Halloween candy, Christmas cards, etc.).
- 7. Sales forecasts:**
  - Expected sales as a percentage of total (reorder points).
- 8. Sampling guidelines:**
  - Define how much and when, how associates should approach the customer, sales goals per demo, etc.
- 9. Shelf management:**
  - Instructions as to where to allocate an end cap, a merchandiser (the cardboard displays) combined with shelf space allocations for related family SKUs.
  - Hot "out of stock" reporting.
- 10. Item price history to process returns.**
  - Save your stores from copying SKU and item numbers into the ads.
- 11. Vendor proof of performance:**
  - Pictures of displays as per deal and store class – watermarked date/time stamp from your CCTV system.
  - Track item movement information for sale items.