



Fieldmarketing Recruitment Consultancy

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Fieldmarketing News

The Fieldmarketing Newsletter



Full speed to market

Recession Resistant Strategies. Merchandising - Back to Basics!

Merchandising is one of the most undervalued and misunderstood disciplines in the marketplace today and why? It looks deceptively simple and some commentators would argue that it can't be that difficult to put products on the shelf.

Merchandising should be thought of as "Strategic Replenishment" and not just something we do when we discover a problem, or a gap.

Regular and consistent merchandising can have a greater impact on your business with increased availability generating brand loyalty, return visits to the store, increases in sales and greater customer satisfaction.

Outsourcing your merchandising and in-store execution requirements also allows for greater coverage, improved call pattern and higher in-call time per Euro spend. It also allows companies to upscale at various times to react to promotions and a sudden uplift in business i.e. after a new product launch, seasonal campaigns etc.

To contact Xcelerate:

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PHONE 01 492 6848

Maximising Resources in Difficult Times. Fieldmarketing vs In-House

CONVERTING FIXED OVERHEAD TO VARIABLE

It is widely believed from previous analysis conducted that Sales People could spend less than 10% of their time selling, with over half of their day being spent driving and/or at internal meetings.

Fieldmarketing personnel spend over 80% of their paid for time in the outlets of the clients customers. Consider a company with 5 Sales Representatives working 40 hours per week each which equates to 200 hours of available time. Xcelerate Recommends that this is converted from 5 people doing 40 hours each to 20 people doing 10 hours each at local level. This allows clients to convert fixed overheads to variable overheads.

MATCHING SKILLS TO TASKS

Fieldmarketing People:

- Spend 75% to 80% of their time in-call and with clients customers.
- Cover a greater number of calls in a given period of time.
- React faster to sudden demands for increased resources.
- Provide a greater geographic spread across the country.
- Can increase on-shelf availability between 15% and 30%.
- Incur less sick leave.

STRATEGIES OF TOP PERFORMING BRANDS

Xcelerate's experience suggests that:

- Top performing brands achieve more consistent in-store impact, lower out of stocks and higher display levels than competing brands and thus achieve successively higher annual sales growth rates.
- Top performing brands spend 9% more time than other brand companies in consumer oriented retail activities such as stocking shelves, removing un-saleable stock and building displays.
- Top performing brands sales forces spend 47% less time than their competitors doing administrative tasks such as auditing stores and checking backroom stocks thus freeing up the sales force time to focus on priority retail accounts.

A further analysis of these brand companies will confirm that they are field-oriented and results oriented and in the majority of cases outsource to specialist experts who deliver maximum impact at the appropriate time and location.



Full speed to market

10 Top reasons why companies outsource

- Cost considerations and savings
- Time saving and efficiencies
- The need to concentrate on the company's core functions
- Part of an ongoing continual assessment of outsourcing
- To bring in skills and knowledge that are lacking in-house
- To replace a poor internal service
- Company relocation prompted the outsourcing
- Loss of existing staff
- Growth of company made functions unmanageable in-house
- Other similar businesses seems to outsource successfully

Xcelerate Pursues the Green Agenda with - Paperless Reporting



Xcelerate Marketing Services is successfully driving an initiative to reduce the amount of paper used in the operation of its Fieldmarketing business.

Traditionally, Fieldmarketing companies have been generating large quantities of paper to facilitate:

1. Issuing Information to Field Teams
2. Receiving Pay Claims from Field Personnel
3. Receiving Field Reports
4. Copying these Reports for Clients and Internal Departments
5. Generating Pay Slips and Posting Them
6. Issuing Invoices and Statements

Xcelerate has created an on-line facility for Employees, Clients and Retailers via the Xcelerate Web Site to capture all aspects of information from field-based activities without the need for cumbersome and unnecessary paper systems.

EMPLOYEES

Employees carry out activity in the field and access the Xcelerate website facility via secure user name and password details.

They enter their call details and comments and take pictures, which are uploaded alongside the call.

Employees also have access to their historical pay claims and payment calculations. Payslips are emailed to field personnel with a detailed breakdown.

CLIENTS

Clients can access the Xcelerate website through secure access control to view the calls carried out on their behalf.

Clients can have various levels of access for different purposes. Clients can ask for specific comments to be included during each call and can view these comments daily, exporting them out to normal type packages such as MS Word and MS Excel for data manipulation.

Reports are then easily generated from the data captured.

RETAILERS

Retailers can also access the Xcelerate website through secure access control and view the calls completed in their stores by the field based personnel on behalf of the client.

This give 360° visibility to all stakeholders in the operation.

Reports can be generated by simple search criteria ie. date, stock, activity and exported to standard formats for ease of use.

About Us - Who Are We?



Joe Gavin

Contract Sales and Merchandising is one of the key drivers of on-shelf availability and is considered to give the fastest and most measurable return on investment.

Joe Gavin, founder and CEO of Xcelerate Marketing Services has operated in the field of Sales, Marketing, Distribution and support services for over 30 years beginning his career as a Trainee Manager with a major grocery multiple.

From Sales Rep/Merchandiser during the late 70's, Joe has built up a wealth of experience which has covered a wide range of retail and sales related disciplines working for companies such as Quinns, Avonmore, Kerry Foods and others.

In recent times, as Managing Director of the largest Fieldmarketing company in Ireland, Joe has assisted clients in their sales support functions across a diverse range of industries and sectors such as FMCG, Home Entertainment, Financial Services, Automotive and many others.



Pat Gavin

Pat Gavin, Field Operations Manager with Xcelerate Marketing Services, has a wealth of experience in the Fieldmarketing Industry working with Clients across a wide variety of disciplines and sectors.

Pat has worked in the past for one of the the biggest Fieldmarketing Companies and now manages the field based operations for Xcelerate clients.

Pat is also responsible for the recruitment and training of field personnel and is the day to day contact for his opposite number within the client organisations.

Xcelerate's area of expertise is assisting clients in the identification of sales support strategies and re-structuring opportunities that deliver efficiencies in field-based operations.

Xcelerate Marketing Services operate across the Island of Ireland.

For further information, contact Joe at Xcelerate at:
EMAIL info@xcelerate.ie or PHONE 01 492 6848



Some factors to consider when outsourcing sales and/or merchandising

The Key questions that need to be asked are:

- What is the type of activity Sales, Stock & Order, Auditing, Planogram, Merchandising?
- How many outlets are required to be called on?
- What is the geography of the call-file i.e. are they clustered in towns and/or spread out countrywide?
- What is the frequency of the call to each outlet i.e. weekly, bi-weekly, monthly or ad-hoc?
- What is the expected in-call time?
- What additional in-call resources/ requirements i.e. photographs to be taken, faxes/emails to be sent?

