



Better Merchandising. Half the Cost. Seriously!

A ReposiTrak + SPAR Group Webinar

What You Can Expect Today



An introduction to Touchless Retail™ — an innovative new service from ReposiTrak and SPAR Group



10 minutes for Q&A — submit your questions in the question pane



Everyone who registered will receive a recording



At the end, please take a minute for a quick survey to tell us if this webinar was helpful

Your Webinar Presenter



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Partner





About ReposiTrak

30+ YEARS HELPING DSD SUPPLIERS SEE MORE, SELL MORE, AND WIN AT THE SHELF



About SPAR Group

60+ YEARS OF MERCHANDISING EXPERIENCE WITH NORTH
AMERICA'S LARGEST RETAILERS AND SUPPLIERS

Two Significant Problems with DSD Merchandising

- 1. High Cost of Traditional Merchandising**
- 2. Poor Quality of Execution**

You don't know what it will cost—and
you don't know what you'll get.

PROBLEM

High Cost

The high cost per visit forces you to reduce the number of visits which in turn impacts your out-of-stocks and sales.

Fewer visits = fewer sales.

- **Hourly billing** means cost increases with every additional minute in the store.
- **Travel charges and mileage** can create unexpected expenses.
- **Minimum-hour requirements** can result in paying for more time than the work actually requires.
- **Overtime, premiums and market-by-market rate differences** add further variability.
- **Repeat visits and rework** increase cost when the job is not completed correctly the first time.
- **Scaling the program can become disproportionately expensive** as store counts and visit frequency increase.

SOLUTION

50% Lower Cost

Fixed low-cost pricing.
Now you can touch your
product more often.

- **Predictable cost per visit** — eliminates hourly billing uncertainty.
- **Typically, 50% less** — designed to deliver merchandising at roughly half the cost of traditional models.
- **Pay for execution, not elapsed time** — the cost is tied to the visit rather than how long a merchandiser happens to spend in the store.
- **Fewer costly repeat visits** — stronger execution helps reduce rework caused by incomplete or poor-quality merchandising.
- **Scales more predictably** — adding stores or increasing frequency does not introduce the same level of cost volatility.

\$15 / PACKOUT

- Delivered product located in backroom
- Product packed out appropriately
- Product rotation, as needed
- Ensure product is properly displayed

\$7.50 / LIGHT TOUCH

- Suggested weekly shelf check
- Product pull up
- In-stock audit & facing

**Predictable. Budgetable. Scalable across every store.
Even for small DSD suppliers.**

PROBLEM

Poor Quality of Execution

Resulting in out-of-stocks and lower sales.

- **Inconsistent experience levels** create significant variation in execution quality.
- **Limited product or brand knowledge** can lead to incorrect placement, rotation or merchandising.
- **Missed stores or incomplete visits** may not be discovered until sales are already impacted.
- **No clear accountability for poor execution** creates a disconnect between the supplier and the field team.
- **Little ability to measure merchandiser performance over time.**
- **Execution quality can vary significantly by market, individual or visit.**
- **Suppliers cannot confidently answer the basic questions:** Who did the work? When was it done? What was completed? Was it done correctly?

SOLUTION

A Certified, Elite Merchandising Team, we call APEX

Only the top 10% of SPAR's
6,000 merchandisers qualify

Better people execute better

- **Tested before deployment** — merchandisers must demonstrate their expertise before earning APEX certification.
- **Greater accountability** — the work is being performed by a defined, certified team rather than an uncontrolled labor pool.
- **More reliable results across stores and markets** — certification creates a common execution standard regardless of location.
- **Better return on merchandising spend** — higher-quality execution means more of the investment goes toward work that is completed correctly.
- **Confidence that the job will be done right** — the core promise of the APEX model is qualified execution, not simply labor availability.

Better Service at a Lower Price... What's the Catch?

If there's any downside, it's only that we can't do every ZIP code in America. Yet.

But where we can do your work — because we have APEX team people in place — you will love the results. You can reasonably expect better sales, fewer out-of-stocks, and a lot more information about how you're doing in any retailer.



Better Sales



Fewer Out-of-Stocks



More Information



ReposiTrak

SPAR

Next step: a 30-minute session to scope your store list, where you need help.

- Half the traditional merchandising cost.
- The elite merchandising team makes sure it happens.

CONTACT ME

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