



ARE YOUR RETAILER RELATIONSHIPS FEELING ... ONE SIDED?



*Here's the blueprint
for balanced success.*



ONE AND DONE

Even if you're a CPG leader with great products, getting your retail partners to see eye-to-eye on strategy can feel like a constant uphill battle.

Traditional Joint Business Planning (JBP) is often a one-and-done event, leaving both sides with missed sales opportunities and stagnant growth.



MOVE BEYOND THE GENERIC

What if you could turn those annual presentations into an ongoing, symbiotic partnership?

Imagine moving beyond generic forecasts and a reactive tactical approach to a proactive, collaborative, data-driven strategy that delivers sustained, mutual growth.



This isn't just a fantasy.

It's the new reality for consumer brands that harness the power of data-driven Joint Business Planning.



THE OLD WAY: A PAINFUL & INEFFICIENT CYCLE

Traditional JBP, unfortunately,
often involves:

- Infrequent, transactional meetings
- Supplier-centric, one-way presentations
- Performance reports that rely on inaccurate, incomplete, or outdated data from weeks ago
- Strained retailer relationships
- Missed sales and revenue targets
- A one-size-fits-all approach that doesn't account for unique retailer needs



THE NEW WAY: DATA-DRIVEN JBP

Welcome to a world where JBP is:

An ongoing, symbiotic partnership

Based on daily SKU- and store-level
point-of-sale and inventory data

Focused on mutual success and shared
sales and profitability goals

A key differentiator that builds trust and
credibility with each other and consumers



INFLATION, SUPPLY CHAINS, AND THE NEED FOR A NEW PLAYBOOK

In today's complex market, retailers are under immense pressure, looking to suppliers for more than just products; they need compelling, data-backed stories and strategies that solve real problems like:

- Accurately assessing, predicting, and meeting consumer behavior and demand
- Optimizing inventory and supply chain strategies
- Driving incremental sales, revenue, category growth, and market share
- Maximizing trade promotion effectiveness and new product launches
- Improving retail execution and enhancing consumer engagement and satisfaction



BUILDING TRUST THROUGH BETTER RETAIL DATA

The secret to successful retailer partnerships?
SKU-store-level data and fact-based insights.

Daily Point-of-Sale Data: Understand what's selling and where—online and in-store—every single day.

Daily Inventory Data: Optimize stock levels and prevent out-of-stocks and lost sales.

Unified Data and Visibility: Share and leverage clean, harmonized, and comprehensive data.

Confident Decision-making: Ensure planning is grounded in objective analysis and not subjective opinions or assumptions.

Performance Metrics: Continuously monitor and prove the value of your business strategies and products.



FROM GUESSWORK TO GROWTH

Don't just show up with a slide deck.
Show up with actionable insights, proving
you understand your partner's business
better than anyone. Your data can help them:

- ✓ Identify underperforming products, categories, marketing campaigns, and promotions
- ✓ Pinpoint regional opportunities for new products
- ✓ Forecast and meet demand with greater accuracy
- ✓ Enhance shopper engagement, consumer satisfaction, and brand loyalty
- ✓ Create competitive and strategic advantages



IT'S A PARTNERSHIP, NOT A PITCH

True data-driven JBP requires a two-way street. When both sides proactively share reliable data, you gain total visibility, enabling brands and retailers to:

- ✓ Align on shared sales and revenue goals
- ✓ Collaboratively build sales, marketing, and supply chain strategies that drive growth
- ✓ Optimize resources for improved processes and the best possible outcomes



WHAT DOES JBP SUCCESS LOOK LIKE?

When you embrace data-driven
Joint Business Planning, you'll see:

Increased sales, revenue, and profitability
for both parties

Stronger, more resilient partnerships

An improved, more seamless shopping
experience for the end consumer

A sustainable competitive advantage in
the market



STOP PITCHING. START PARTNERING.

The future of CPG and retail is not about transactions; it's about transformation through greater and more frequent collaboration. The key to unlocking sustained growth is right there in the data.





READY TO TRANSFORM YOUR JBP?

*Dive deeper into the blueprint
for modern retail partnerships.*

Contact Us Today



www.retailvelocity.com



info@retailvelocity.com