



# SALES

***STUDENTS ACHIEVING LEADERSHIP EXCELLENCE IN SALES***

# Students Achieving Leadership Excellence In Sales

Chris Bradford, Senior Vice President of Sales at Trace Register



# Agenda

- A little about me
- The importance of understanding the end consumer
- Utilizing data for insights & white space opportunities
- Store Walks
- We'll end with a K.I.S.S. & an example!







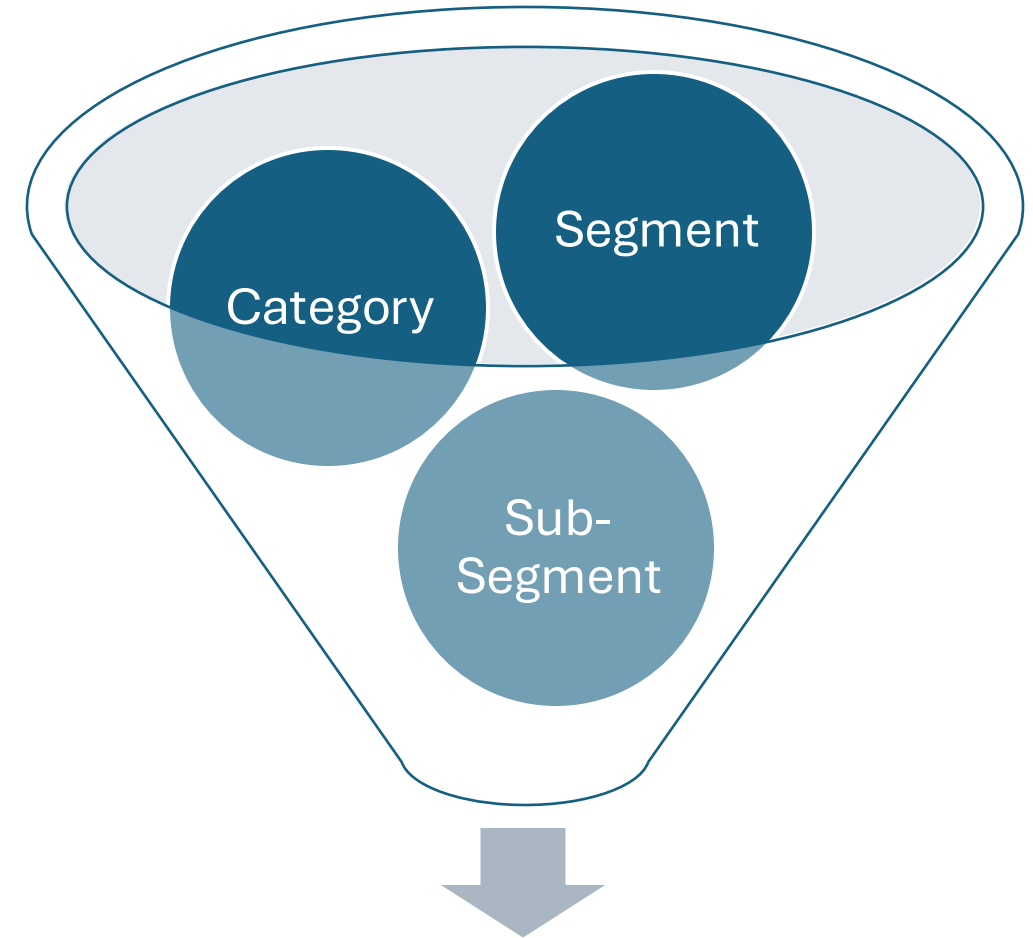
# Why do you think you need to understand the end consumer?

Before we get started, we're going to do a little exercise – anyone want to volunteer?



# Data

- When looking at the data you start at a high level
  - How is the Category performing
  - How are the Segments/Sub-Segments performing
  - What about Brands
  - Are there items that are performing better/worse than the category/segment/etc
  - Look for the outliers
- What are the outliers?
  - Why are they outliers? Do you know?



Recommendations

# What is a Store Walk & Why are they important?

- You should be able to tell several things from the second you walk into a store:
- Where are you?
- Who is the main demographic of the store?
- What season is it?
- Additionally, you can get competitive intel:
  - Pricing
  - Out of stocks
  - Promotions on your competition

# KISS

- You understand your end consumer
- You've analyzed and dug into the data
- You know your competition and competitive set
- NOW you tell the story & sell you brand/product



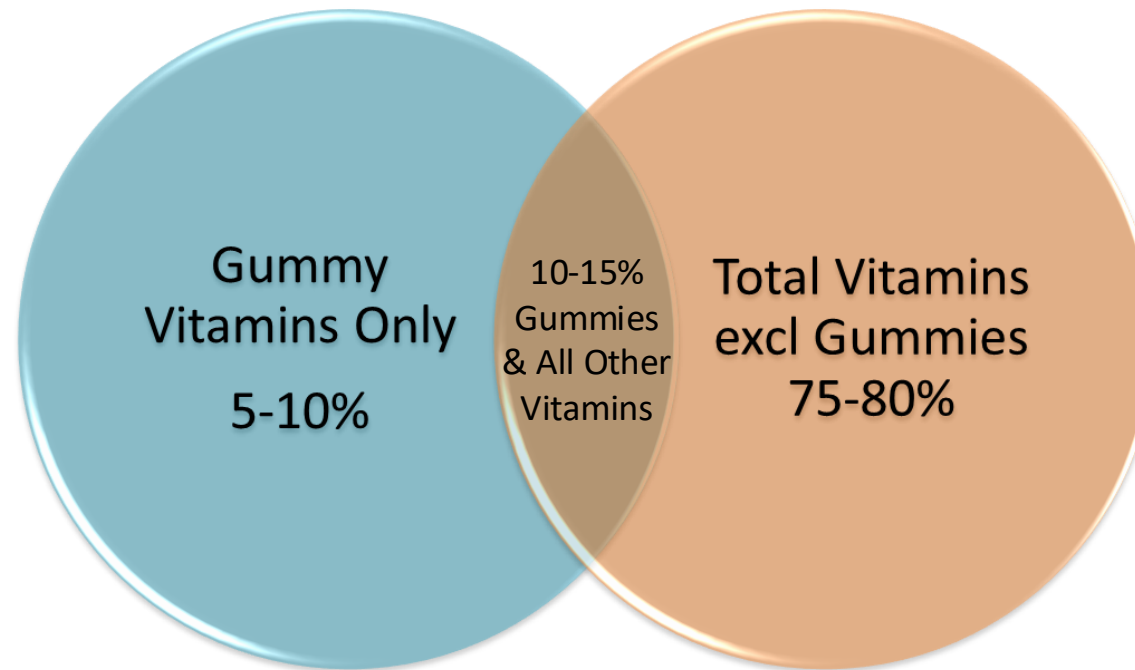
# Who is the Gummy Consumer?

*Gummies are bringing new users into the category!*

- The Gummy shopper (47.9) is younger than the average Vitamin shopper (55.9), earns a higher household income and slightly over-indexes to women.\*
- The Gummy shopper buys between 5-8 bottles across the Vitamin category per year vs. the average Vitamin shopper who purchases 3.6 bottles per year.\*
- The Gummy shopper is a valuable one, spending 38% more on the category than the average Vitamin consumer each year.\*
- The Gummy shopper also has a total market basket size that is +18% larger than the average Vitamin shopper.\*

68% of Gummy Shoppers are  
between the ages  
of 20 and 54!<sup>1</sup>

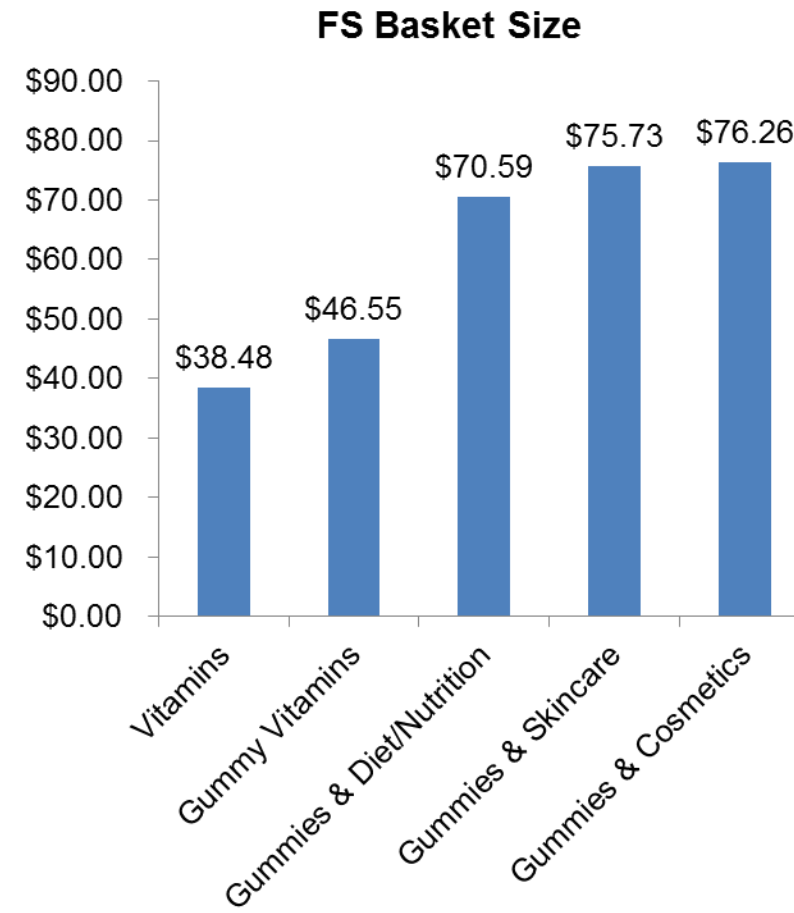
# *Nearly 15% of Vitamin households are buying both Gummies and other forms*



- Households purchasing both Gummies and other forms increased 3% vs yago
- Of the nearly 1.5MM households purchasing Gummy Vitamins, 30-35% are purchasing ONLY Gummies

# ***The Gummy Vitamin Shopper has a high affinity with Skin Care, Cosmetics, & Diet/Nutrition – When purchased together overall size grows over 60%***

Category	% Cross Shop w/ Gummies	Index to Avg Vitamin Cross Shop	% in basket at same time
SKIN CARE	74.4%	126	17.8%
COSMETICS	68.6%	129	14.5%
COLD REMEDIES	66.8%	124	10.0%
PAIN RELIEVERS	61.3%	113	9.5%
FIRST AID	58.6%	116	8.0%
STOMACH REMEDIES	51.9%	114	9.7%
SHAVING NEEDS	46.8%	140	6.3%
ALLERGY REMEDIES	35.8%	137	4.1%
EYE CARE	34.0%	130	4.0%
DIET/NUTRITION	27.0%	163	5.4%



Source: Leading Retailer Customer Segment Market Basket Reports & Market Basket Matrix Reports



# Sleep Aid

- **Category Growth**
  - Melatonin is the 4th largest contributor to Vitamin Growth, contributing an additional \$13.3M to National Vitamin Sales the latest 26 weeks
- **Product Options**
  - Extra Strength Melatonin
    - Option to add - Lemon Balm Leaf Extract, Chamomile Flower Extract, Passion Flower Extract, L-Theanine
- **Benefits**
  - Melatonin is perfect for those who may need a higher level of sleep support.\* Alternative sleep aid for occasional sleeplessness\*
  - Nutritionally supports restful sleep\*
- **Potential Claims**
  - Helps promote Relaxation & Sleep\*
  - Wake Up Refreshed & Revitalized\*
- **Misc.**
  - 2.5g piece weight/Gumdrop shape
    - Strawberry Flavor
    - Base - Oiled gelatin

# Digestive

- **Category Growth**
  - Fiber has +70% growth nationally, with more than half of its growth coming from the Gummy Form
- **Product Options**
  - Fiber 5mg with Vitamin D
- **Benefits**
  - The average American diet fails to provide the recommended daily amount of fiber through food intake alone.
  - Recommended 21 to 38 grams of fiber each day is one of the most effective ways to maintain a healthy digestive system.
  - Provide an excellent source of prebiotic inulin fiber, with Vitamin D3 to support your immune system.\*
- **Potential Claims**
  - Supports healthy gastrointestinal function\*
- **Misc.**
  - Gummies currently come in delicious Orange, Cherry, Grape, Apple, Lemon and Strawberry flavors

# Summary & Action Plan

- When you fully understand your end consumer, you know what problem you're solving for them, how your item fits into their lives, when they shop and why your brand/item will help them
- Starting with a broad data set and drilling down into the details is where you will find the opportunity gaps or white spaces to fill with your offering
- Using store walks you can uncover nuances, do a pricing analysis, find out of stocks, figure out where your brand/item fits
- You now have the information to sell your product/brand using the KISS principle
- Always have a call to action – My call to action for you guys is to go get in stores, figure out what is going on, who the main demographic is for the store, what your competitors are doing, what other stores are doing better/different when comparing to each other



# Parting Words

“Maybe the journey isn’t about becoming anything. Maybe it’s about unbecoming everything that isn’t really you, so that you can be who you were meant to be in the first place.” – Paulo Coelho

- Don’t chase success, titles or promotions because your accomplishments and failures DO NOT DEFINE YOU!
- Helping other people win is more satisfying than winning yourself!
- You will NEVER regret doing the right thing, even if it costs you.

# *What's Next..*

1. Tuesday November 5<sup>th</sup> – 5 p.m. HILL 202
  - Guest Speaker: Mr. Mark Weisberger
    - UofA Alumni, AVEVA National Account Manager and Sales Coach
2. Tuesday December 3<sup>rd</sup> – 5 p.m. HILL 202
  - Guest Speaker: Mr. John Cole and Walker Brothers Leadership Team
    - Walton Sales Program Founder and Former UofA Sales Professor

# *Member Volunteer Opportunities*

## 1. *Walton Fall Sales Competition*

- November 12th, 13<sup>th</sup>, and 14th – WJW 4<sup>th</sup> and 5<sup>th</sup> floor

Great opportunity to:

- Help and serve others
  - Watch and learn from top performers during the finals
  - Network with recruiters
- Interested?
    - Email Professor Ballentine: [jballent@walton.uark.edu](mailto:jballent@walton.uark.edu)



*LinkedIn*



*GroupMe*

