

National Account Management Solution



Secure more business from your target strategic chain and national accounts, and extract the most value from authorizations and programs in this important channel.

Planning

Establish quarterly or annual goals for each national account, manage distribution and programming under an umbrella authorization and then measure against sales to retail to ensure goals are being met. Identify and flag underperforming authorizations for follow-up and bring all accounts into compliance.

Collaboration

Use this module's program announcement feature to foster improved communications with distributors as well as customers. Send emails directly to distributor partners, keeping them looped in on placements and other relevant reports to ensure distributor partners' compliance with authorizations.

Visibility

Gain insight into each managed account relationship. Perfect for managing chains/multi-unit stores and on-premise national accounts; GreatVines' solution lets sales teams monitor performance against authorizations and promotions. Visibility to all activity and scorecards of performance ensures effective execution.

Accountability

Tie authorizations back to depletions data (RAD/STR) to ensure all mandated placements have occurred in each outlet. The tool provides exception reporting, flagging non-compliance so that sales teams can hold accounts and distributors, to agreed-upon distribution and promotions.



BOTTOM LINE

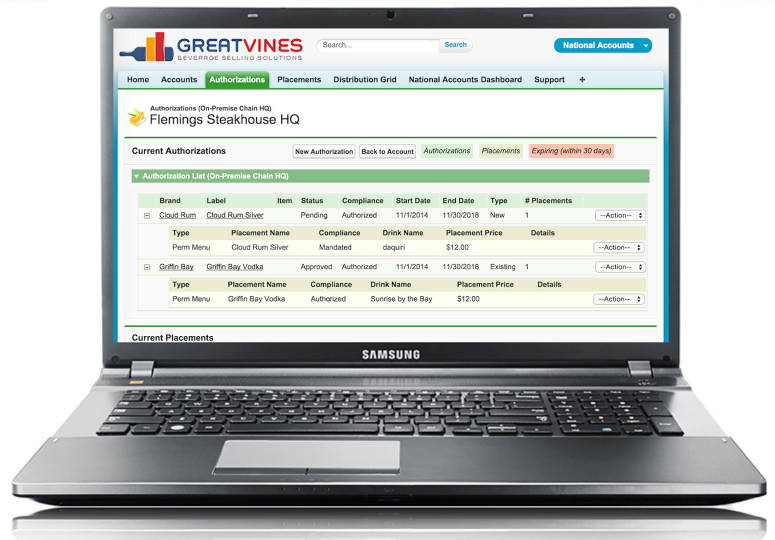
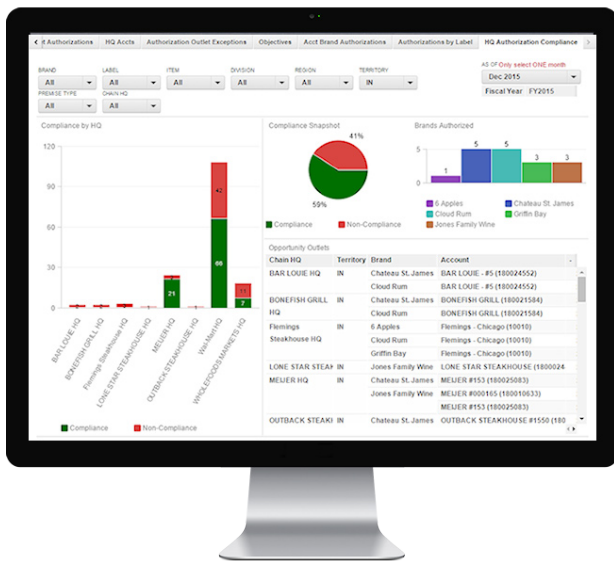
Maximize your opportunity with National and Chain Accounts. Eliminate the disconnect between authorizations negotiated at the HQ level and their successful execution at the local outlet level. The National Accounts Management tools from GreatVines are a boon to suppliers of all sizes. Save time and achieve greater efficiency in the execution of national account strategies.

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Value Adds

The National Account Management module works cohesively with other GreatVines sales platform modules delivering maximum benefit to users and generating significant value adds such as:

- Fostering stronger relationships with key national accounts through GreatVines' CRM functionality.
- Accurate, timely submittal of required pricing for authorized products in each separate market via GreatVines' Pricing Module.
- Survey individual outlets to ensure compliance with corporate mandates, highlight issues with actionable reports and scorecard the results.
- Budget for trade spends against specific programs for strategic accounts to maintain financial accountability and provide visibility to all stakeholders.
- Gain deeper insight with the ability to manage, and report against, an alternative chain hierarchy.
- Combine National Account authorizations with your syndicated depletion data to measure performance vs plan.



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