



V.K. PREMIUM
Business Consultants

Sales & Marketing



VK Services: Business Consulting

Marketing & Sales

About the service

VK PREMIUM provides a 360° situational review of product portfolio marketing mix and all aspects of sales management, to a) propose actionable sales and marketing plans that will radically improve top line growth and b) assist in the implementation phase.

What does VK Premium offer

- Market Entry Study
- Brand Portfolio Strategy Development
- Pack-price optimization
- Marketing Operational Plan
- Route To Market
- Commercial Policy
- Salesforce Key Performance Indicators
- In-store execution (Modern vs Traditional Trade)
- Merchandising

Proven track record

- Hands on commercial management expertise in B2C and B2B markets.





Sales Function Assessment

Sales

Objective

Provide feedback on how the Sales Department is operating in its most important aspects of the job and identify areas of improvement.

Planning

- ❖ Sales Budget
- ❖ Sales Plan
- ❖ Forecasting and Rolling Estimates
- ❖ New Accounts & Commercial Policy
- ❖ Key Performance Indicators

— Does the Sales team uses tools and measures to achieve company targets?

Processes

- ❖ Standardised Meetings
- ❖ Monthly Sales Meetings
- ❖ Senior Management Meetings
- ❖ Reviews
- ❖ New Product Launches

— Does the Sales team work closely together to achieve company targets?

People

- ❖ Sales Team
- ❖ Field Sales Team
- ❖ Job Roles and Job Descriptions
- ❖ Performance Appraisals

— Do we have the right Sales team to address market needs?





Sales Execution Assessment

Sales

Objective

Assessment of sales force capability and execution in the market field.
Identify areas that need improvement and propose specific actions.
Evaluation of current Route To Market design and Gap Analysis vs
Customer needs, in terms of:

- Sales Organization Structure
- Pricing
- Visitation Frequency
- Product Offer
- Physical Delivery
- In Outlet Advertising
- Merchandising Equipment Placement

Assessment Areas





Customer Survey

Sales

Objective

Provide assessment of Company service in the market and compare vs customer expectation and competition.

Methodology

Questionnaire discussion with Store managers, representing the major distribution channels (Super Markets, Traditional Trade, Horeca) to outline client's service vs competitors as assessed by the customers.

Areas to be Assessed

Pricing	Service Relationship	Ordering Process	Product Delivery	Merchandising
Product Price	Sales Rep.	Visitation	As Ordered	Out Of Stock
Retail Margin	Delivery Rep.	As Scheduled	Timing	Adv. Material
Credit	Supervisor	Products Available	Date Codes	Cleaning
		Personnel Accessible	Packaging	Inventory



Merchandising

Sales

Objective

Provide feedback on if and how basic principles of Merchandising are used and implemented by the Sales team and suggest ways to improve it.

Assessment Areas

- ❖ Food & Beverage section (ambient)
- ❖ Food & Beverage section (chilled)
- ❖ Coolers
- ❖ Floor Displays
- ❖ Merchandising Equipment

Merchandising Execution

- ❖ Who and How
- ❖ Merchandising Standards
- ❖ Use of Advertising Material
- ❖ Space to Sales Principle
- ❖ Cooler Placement Guidelines





Exports to/from Eurasia

Sales

Objective

VK PREMIUM supports exporting companies wishing to enter or improve their presence in Eurasia: Azerbaijan, Iran, Kazakhstan, Georgia, operating as the “extension” of the customer’s exports department. We undertake a set of actions, on behalf of our customer, for new market entrance, and we implement them using our network of collaborators in the area.

Actions

- ❖ Product Portfolio evaluation for exporting
- ❖ Market pricing research
- ❖ Definition of transport costs, customs duties and taxation
- ❖ Research, evaluation and proposal of most appropriate distributor
- ❖ Definition of distributor’s and retailer’s margins to identify optimum suggested retail price
- ❖ Proposal of Merchandising Standards per distribution channel
- ❖ Research for Joint-Venture options: local production, know-how transfer.
- ❖ Support in Trade Exhibitions participation



Marketing Function Assessment

Marketing

Objective

Provide feedback on how the Marketing Department is operating in its most important aspects of the job and identify areas of improvement.

Planning

- ❖ Marketing Plan
- ❖ Activities Calendar
- ❖ Launches (New Products, New Campaigns)
- ❖ Evaluation of Product Portfolio

Does Marketing uses tools and measures to achieve Company targets?

Processes

- ❖ Standardised Meetings & Presentations
- ❖ Reporting
- ❖ Contacts with 3rd Party Agencies

Does Marketing and Sales work closely together to achieve Company targets?

Communication

- ❖ Above The Line (TV, Radio, Outdoor, Social Media)
- ❖ Below The Line (Point of Sales Material, Signage, Consumer Promotions, In store Advertising.

Do we have the right Marketing Communication to achieve Company targets?





SWOT Analysis

Marketing

Description

A tool used to understand the company's strategic position and identify the fit between the company's internal capability (key Strengths and Weakness) and the external environment (Opportunities and Threats). Refers to crucial priorities, not a list of interesting points.

SWOT Grid

Strengths

Weaknesses

Opportunities

Threats



VK PREMIUM



Who We Are

We are a consulting firm, established in 2007, in Athens, Greece, offering expert services to companies from a diverse range of industries. Our scope is to expand our operations outside Greece via co-operations in Eurasia, focusing in Azerbaijan, as well as to promote several of our clients' products and/or services in the region. VK Premium relies upon a pool of several expert associates with hands on managerial experience from a variety of companies and industries, in Greece and abroad.

Our Mission

We bring the right people together and work with our clients to **maximize client satisfaction** and secure long-lasting and **meaningful business relations**

Our Vision

We will be the **premier** consultancy agency, offering **superior** service to our customers, in funding, developing and implementing their ideas and plans, in Greece and abroad