

Small Shops (Traditional Trade) – Capability Assessment

Assessment Criteria	Capability – Results
Traditional trade: percent of total distributor sales	
Dedicated traditional trade team? Structure?	
Top 5 principals: traditional trade	
# Vans and DSD trucks? Owned?	
# Traditional trade reps. Exclusive or shared?	
Sales rep. compensation (fixed/variable/bonus)	
Customer coverage, segmentation, frequency	
# Customers invoiced monthly	
Average order size	
# items sold per order	
# calls per day	
How do you establish call priorities?	
Measures/KPI's	
Retail reporting capabilities	
How do you drive traditional trade volume?	
Creative trade marketing ideas?	
Sub-distributors or wholesalers used?	
Cost to serve?	
New item launch process	
Traditional trade growth versus market?	