



USE CASE

Managing brokers

How can TPM solutions help **manage brokers**

Trade promotion management (TPM) solutions are used by businesses to manage the full cycle of planning, budgeting, reconciling and evaluating trade spend. Within a TPM solution, brokers play a crucial role in helping businesses execute trade promotions effectively. Read on to see how one CPG company has seen a range of benefits when it comes to managing brokers with a TPM solution.

What is a broker and what role do they play in trade promotion management?

A broker is an intermediary between a manufacturer or supplier and a retailer or wholesaler. Brokers are typically independent sales agents or agencies that represent multiple manufacturers or suppliers and have established relationships with retailers or wholesalers in a specific geographic area or industry. These third-party brokers require access to company trade promotion data, which can present its own set of challenges surrounding data privacy and permissions.

In TPM, brokers play a crucial role in executing trade promotion activities. They work closely with the manufacturer or supplier to plan and execute trade promotions that help drive sales and increase market share. Brokers also play a major role in helping CPG companies manage their deductions by facilitating timely resolutions, thus saving firms time and money.

How can CPGvision **help you manage your brokers?**

Many companies aren't large enough or simply able to employ their own full sales team. This is where broker agencies are a major benefit to CPG firms and can extend the sales team, including trade promotion management. However, working with multiple brokers can be challenging, especially if your firm continues to manage trade promotion using old fashioned spreadsheets, paper documents, emails and share drives. There are several reasons for this:

Real time visibility

Without a TPM platform, manufacturers or suppliers may lack real-time visibility into the status of trade promotion activities. This can make it difficult to track progress, identify issues, and make informed decisions.

Miscommunication

Without a centralized platform communication between manufacturers or suppliers and brokers can be inefficient. Emails, phone calls, and spreadsheets can lead to miscommunication, errors, and delays in executing trade promotions.

Missing data

Brokers may not have access to the data they need to make informed decisions about trade promotions, which can lead to ineffective promotions, missed opportunities, and lost sales.

Working with third-party brokers can present companies with a range of challenges, however, implementing TPM software is an excellent solution to these issues. One client that has seen the benefits of our system is American Pet Nutrition. This family-owned pet food manufacturer made the decision to adopt a TPM of their own to allow both their in-house sales team and their broker partners to effectively manage trade spend together. Below you will find the major benefits they experienced once they implemented their TPM.

Streamlined account management

With a TPM platform in place, brokers can each be assigned their own log-in which contains specific permissions and access levels. This means that manufacturers and suppliers can manage which accounts and fields brokers are able to see directly within the tool.

Brokers are also quickly and easily able to create their planning groups or activities for the accounts directly within the TPM. Once created they alert the sales reps who are then able to approve or reject the proposed activities. If approved the brokers are notified, enabling them to present these events to the customer directly. This centralized platform prevents miscommunication and streamlines the entire trade management process.

Prior to TPM adoption most aspects of American Pet Nutrition's process was disparate, without an audit trail, and very manual.

“It was a very paperwork driven, emails, faxing and spreadsheets. CPGvision put all of that in one place which means we aren't trying to manage promotions with spreadsheets”

- Ann Wakefield, VP of Operations

Effective trade spend management

Previously managing trade using spreadsheets and paperwork meant that getting an overall view of your trade spend management wasn't easy. However, with CPGvision members like sales reps have an overview of all the events that are planned and how they overlay with other plans and budgets.

“CPGvision has allowed us to more effectively manage trade spend and minimize "surprises" to our trade budget. We use brokers in our sales network and CPGvision has allowed our brokers to have immediate access to their trade budgets, estimated spend and results.”

Deduction management

Managing deductions using spreadsheets and emails can be a major challenge - and lead to high deduction aging, overspend and financial surprises. However, with CPGvision, the process is greatly simplified which means that brokers and CPG firms can keep on top of their settlements at all times.

Once implemented, American Pet Nutrition found themselves being able to manage their deductions more efficiently and get resolutions far quicker than before. This saved them not only time but a significant amount money.

“Since using the CPG tool we have reduced our outstanding deduction by 80% with almost no deductions outstanding for more than 60 days.”

- Ann Wakefield, VP of Operations

According to Ann, one of the biggest benefits of working with CPGvision is the customer service, indicating how helpful and responsive they are.

“That’s a big one for me, its not just here’s the software and don’t talk to me again”

How can you get started?

By implementing an effective system, you can significantly enhance the results of your trade spend, whether you are using TPM, or transitioning to more advanced [Trade Promotion Optimization \(TPO\)](#) and [Revenue Growth Management \(RGM\)](#) capabilities.

[CPGvision](#) has developed a top-of-the-line TPM solution suite for Consumer Packaged Goods, which is seamlessly integrated with the Salesforce platform.

To discover how CPGvision can support your business, [get in touch](#) with us and we'll be delighted to provide you with a demonstration or guide you towards the appropriate resources.