



# PUT YOUR BEST ASSORTMENT FORWARD

Whether it's style, price, or subtle differences in color, each retailer's customers have distinct buying needs. Beating your sales numbers—and your competition—requires understanding each retailer's customers and placing the right assortment mix in their stores.

## GET CLOSER TO YOUR RETAILER'S CUSTOMERS

by incorporating the Voice of the Customer when selecting and pricing new products.



## REDUCE UNPLANNED VENDOR ALLOWANCES

by more accurately forecasting product demand, AUR price and margin for each item.



## GROW YOUR COMMITMENTS

by arming your sales team with customer-driven insight into how your products compare to your competitors'.

## Arm your Sales Team with Customer-Driven Insights



**Invite** customers to evaluate upcoming collections through branded online engagements.



**Identify** item preferences for each retailer's customers.



**Build** your recommended assortment.

**Item Summary Reports** help you understand how specific products—including your competitors'—will perform in each retailer, retail class, and buyer segment so that you can build optimal assortments.

**PERFORMANCE RUNNING**

Items Segments Settings

EN-USD (RESULTS) ALL RESPONDENTS

**PINK AND WHITE RUNNING SHOES**

9 TOTAL VALUE
\$98.99 TEST PRICE (USD)
\$108.89 MODEL PRICE (USD)
58% LOVE IT LIKE IT
23% LEAVE IT HATE IT

Demand Curve Sentiments Segments

SEGMENT	TOTAL VALUE	TEST PRICE	MODEL PRICE	LOVE IT/LIKE IT
ALL RESPONDENTS	9	\$98.99	\$108.89	32%
Retailer ABC	6	\$98.99	\$78.53	74%
Retailer XYZ	10	\$98.99	\$117.42	69%
Sporting Goods Stores	10	\$98.99	\$119.34	51%
Department Stores	7	\$98.99	\$87.50	42%
Shoe Stores	6	\$98.99	\$81.35	31%
Discount Stores	5	\$98.99	\$77.36	45%
Athletes	10	\$98.99	\$120.48	72%
Mall Walkers	6	\$98.99	\$88.39	20%
Hikers	7	\$98.99	\$91.52	43%

**Summer 2016 Collection**  
Assortment Recommendations / Retailer ABC

ITEM		VALUE SCORE	LINE COST	AUR FORECAST	SUGGESTED USE
Starlight	Silver	10	\$23.50	\$54.95	HIGH/LOW
	Bronze	8	\$23.50	\$52.89	HIGH/LOW
	Chocolate	7	\$23.50	\$51.62	HIGH/LOW
Serenade	Shell	10	\$23.50	\$61.51	40% off Black Friday
	Silver	8	\$23.50	\$59.32	40% off Black Friday
Haven	Black	8	\$26.50	\$62.24	Exclusive
	Gold	8	\$26.50	\$59.32	Exclusive
Twilight	Teal	8	\$28.50	\$68.88	Margin Mover
	Silver	8	\$28.50	\$67.50	Margin Mover
	Black	7	\$28.50	\$67.21	Margin Mover
Swing	Black	8	\$18.00	\$69.99	50% off 7/12/16
	Pewter	8	\$18.00	\$69.99	50% off 7/12/16
	Bronze	7	\$18.00	\$67.50	50% off 7/12/16

**Standard and Custom Line Sheets** enable you to confidently recommend the products that will resonate the most with each retailer's customers.