

Better Apps + Better Data = The Best Reps

A Day in the Field with GoSpotCheck



CONTENTS

- 03 Imagine What Real-Time Data Could Do For You
- 04 Looking Ahead to a Good Day
- 05 Our App, Your Story
- 06 Using Data to Support Creative Branding
- 07 You Can't Underestimate Being Top of Mind
- 08 Partnering With Your Accounts
- 09 Legit Downtime Makes a Happy Sales Force
- 10 Track Competitor Placement and Pricing
- 11 Good Data Keeps Everyone Accountable
- 12 Wrapping Up the Day
- 13 Are You Ready to Change the Way You Do Sales?

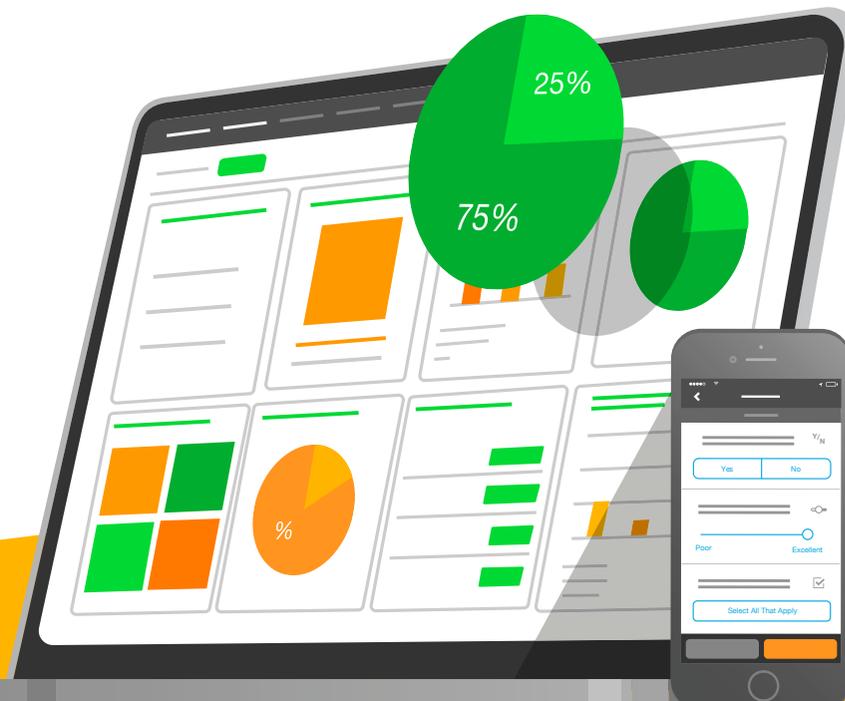
IMAGINE WHAT REAL-TIME DATA COULD DO FOR YOU

You know GoSpotCheck can help you collect and analyze data, but maybe you're wondering what that actually looks like on an average day.

Because you can personalize many features for your own business, GoSpotCheck looks different for each team. But every user can expect more data, more quickly, and in an easier-to-use format that will improve efficiency and communication between you and your field reps.

Savvy users use GoSpotCheck to create positive experiences for reps and encourage partnerships with retailers.

Let's take an in-depth look at how a fictional, mid-sized, regional brewery can use a GoSpotCheck Mission to promote their story, stay top of mind, increase productivity, track competitors, and communicate with both field reps and accounts.



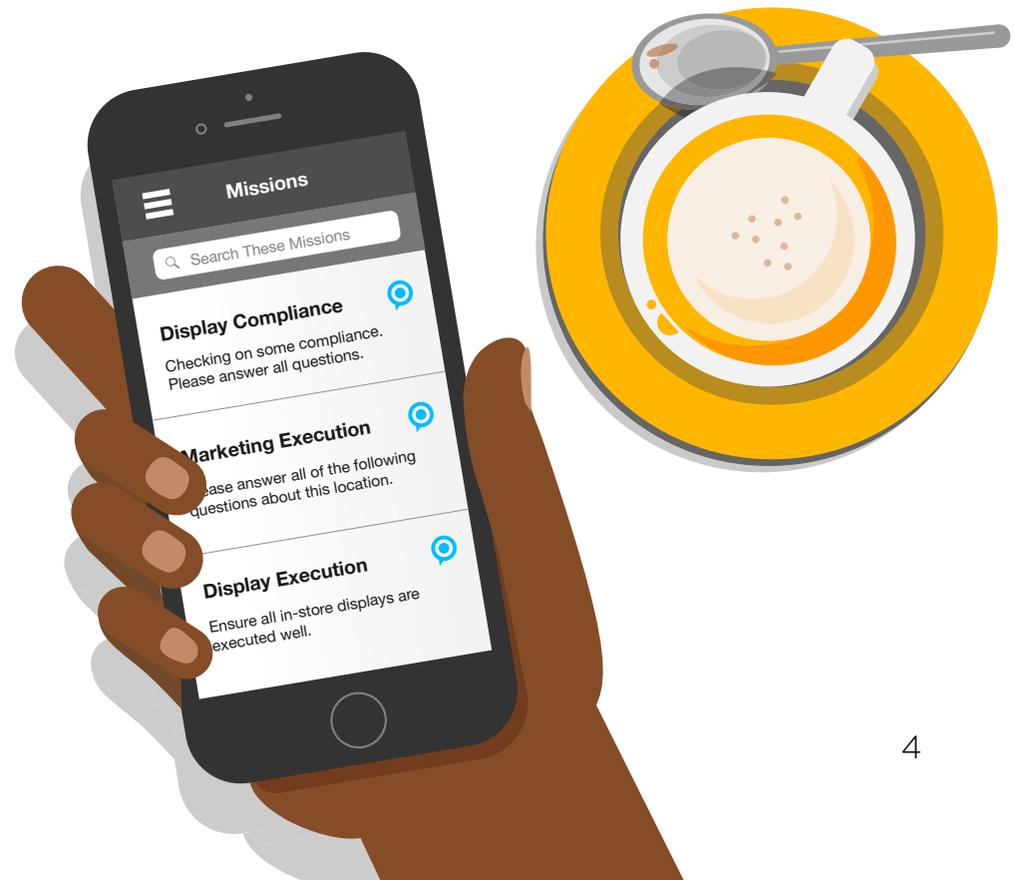
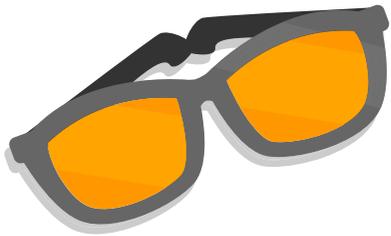
LOOKING AHEAD TO A GOOD DAY

It's a sunny Wednesday morning and Molly, a rep for Hank Teagan & Co. Distributing, begins the day with a coffee at her favorite local cafe.

Molly likes her job and is good at it, so even as she watches the sun stretch over the tables on the cafe patio, she can't help but check her agenda for the day.

It's ambitious, but she's got some big goals for herself. And Chris, Director of Trade Marketing from the popular, local Entmoot Brewing Co., sent out a GoSpotCheck Mission recently with some pretty nice incentives attached. They could really help her make her personal goals for the month.

Entmoot is a mid-sized account for Teagan & Co. and an exciting one. Entmoot leadership is forward-thinking about promoting the brand through flavorful beers, creative design, and useful technology. Entmoot has been deploying GoSpotCheck Missions for just a couple months, and Molly already wishes more accounts used the app; it's such a convenient time-saver.



OUR APP, YOUR STORY

Entmoot is really pushing their new Gondorian Pale, a fanciful take on an IPA with an equally fanciful story. Besides getting endcap placement, the Brewing Company wants Molly to share this Lord of the Rings-inspired story.

Last week, when Chris came out from the brewery to sample the new beer and talk about the promotion, Molly could see her colleague Ben squirming.

He's not a fantasy guy and never saw the movies, so he feels out of his comfort zone, to say the least. It's not Molly's scene either, but she doesn't mind making a fool of herself for a good cause—or to outsell Ben.

Nor can she pass up an opportunity for some friendly teasing, so just before she gets up to hit her first stop, she messages him: "Get ready to start spinning stories, Shakespeare! I'm gonna eat you alive today."





USING DATA TO SUPPORT CREATIVE BRANDING

“You know how IPAs were created to last the voyage from England to India, right? They had to be brewed stronger and hoppier. Well, Gondorian Pale Ale is the Middle-Earth version of that.”

Molly has a cold bottle and a glass on the table, but she can see her buyer’s eyebrows raising.

“Bear with me,” she says. “The stories are what’s so fun about Entmoot.”

“So, the short answer is that this beer is an Imperial Rye IPA, but the long answer is the fun one. Well, the dwarves live in the Misty Mountains, while humans live in a beautiful, white-stone city far to the south called Gondor. When traveling soldiers from Gondor discovered the dwarves’ hearty beer, they wanted to bring it home, but the beer kept spoiling on the journey out of the mountains. So, the dwarves made it even stronger, but they used rye to temper the flavor.”

“Okay, time to try it. You’re gonna love it. It’s rich and sweet and has that powerful hop punch at the top, but the brightness is really well-balanced by the rye darkness. I like to think it represents both the darkness of the mines and the sunshine of the city.”

The buyer is duly impressed. “Do they make you say that whole story every time?” he asks.

“They don’t make me, but it’s worth my while,” Molly says. In her mind she is checking the box in the GoSpotCheck Mission next to “Did you tell the Gondorian Pale story?”

She adds, “Entmoot’s building a whole world. When you and I help build that world, we all sell more beer.”

The visit goes great. She gets her Gondorian endcap placement, verifies the number of facings, confirms the placements of her other brands, and is on her way.

YOU CAN'T UNDERESTIMATE BEING TOP OF MIND

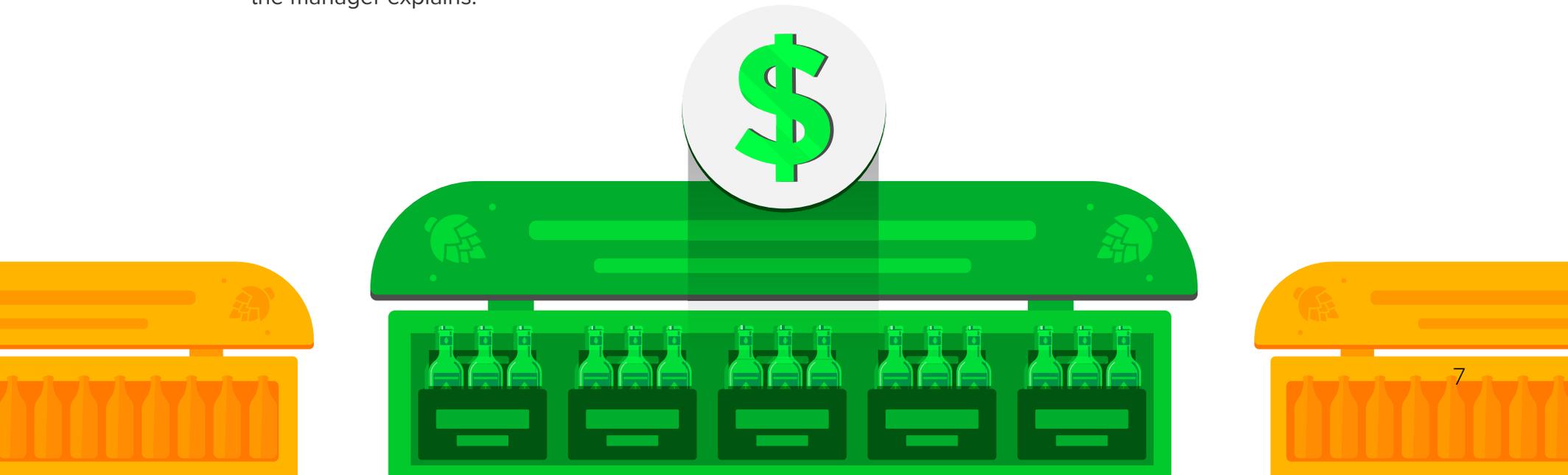
The second stop goes just as nicely. The buyer isn't as excited about the story, but she likes the beer and agrees to the endcap. Molly doesn't get paid for buyers liking the story; she gets paid for telling it with her special touch of enthusiasm.

At the third stop, Molly notes that the retailer has dropped the price on Entmoot's Treebeard Ale. Molly doesn't have a Mission item related to Treebeard, but she's been thinking a lot about Entmoot today so she asks about it.

"Oh, we just have too much in the back, is all," the manager explains.

Molly knows Entmoot wants to protect its prices and avoid discounts, so she sits down with the store manager to chat about Entmoot's pricing strategy. After a productive discussion, the manager adjusts the prices back to the original agreed numbers.

With GoSpotCheck, Molly can finish her notes about Entmoot before she even gets back to the car. It feels so quick that it's almost bothersome to write handwritten notes and enter them into spreadsheets later for her other brewery accounts.



PARTNERING WITH YOUR ACCOUNTS

Molly's fourth stop that day is a long-time account that has been steady and consistent but never stellar. Then she decided to suggest a way that would help both parties increase sales.

Entmoot has been pushing for cooler placement for their flagship Ac Tree Amber, and they created a strong incentive to drive the move. Molly knew this would be an easy beer to sell, so she advocated for the placement with this account in exchange for some price savings.

For the past two months she has clicked "Yes" to "Does our Ac Tree Amber have cooler placement?" in the GoSpotCheck Mission. Today, she chats with Jill, the manager, while she fills out the newest Mission that includes questions surrounding cooler placement.

"I see here, you've really followed through on giving Ac Tree a full quarter's placement in your coldbox," she says to Jill after reviewing her notes. "That's awesome! We really appreciate that."

"Well, it's been selling," Jill says.

"I thought it would. And as we agreed, I can offer you that discount on your next order."

"Great. It helps that it's good beer."

"And it certainly helps me—and Entmoot—so it's a win-win-win," Molly replies. "Or maybe a win-win-win-win?" she says, ticking off the interested parties on her fingers. "Whatever! Let's talk about what we can do for the next quarter."

^{Y/N} Is cold case placement optimal?

YES NO



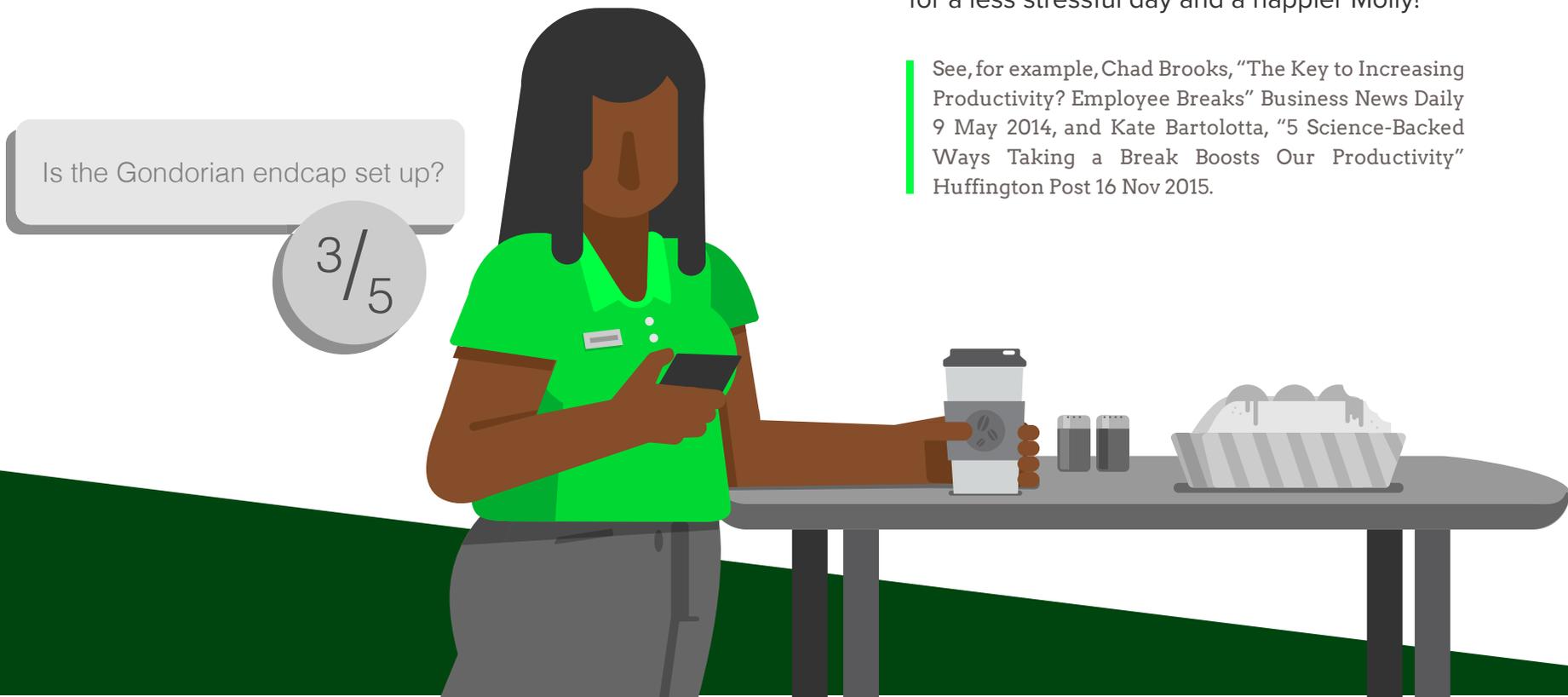
LEGIT DOWNTIME MAKES A HAPPY SALES FORCE

After a few more stops, Molly decides to grab some lunch, so she finds a Mediterranean place where she can get falafel. Her boss has actually been riding the team to take lunches and even coffee breaks. That's what the science recommends, even if it feels like sacrificing a stop or two.

Molly gets a text from Ben: "3 of 4 Gondorian endcaps. Story and all. Stand down, girl." She checks her own data, which GoSpotCheck provides in real-time. She replies: "Mission data shows 3 of 5, plus Ac Tree coldbox. But I got this."

Using GoSpotCheck for even one account helps Molly get her notes done a little earlier so she can sneak in some legit downtime. That makes for a less stressful day and a happier Molly!

See, for example, Chad Brooks, "The Key to Increasing Productivity? Employee Breaks" *Business News Daily* 9 May 2014, and Kate Bartolotta, "5 Science-Backed Ways Taking a Break Boosts Our Productivity" *Huffington Post* 16 Nov 2015.



TRACK COMPETITOR PLACEMENT AND PRICING

At her next stop, Molly notes that the Entmoot floor display has been taken down and their product is back on the shelves. She opens GoSpotCheck, takes a quick picture of the competitor's display that has taken Entmoot's place, and notes the pricing.

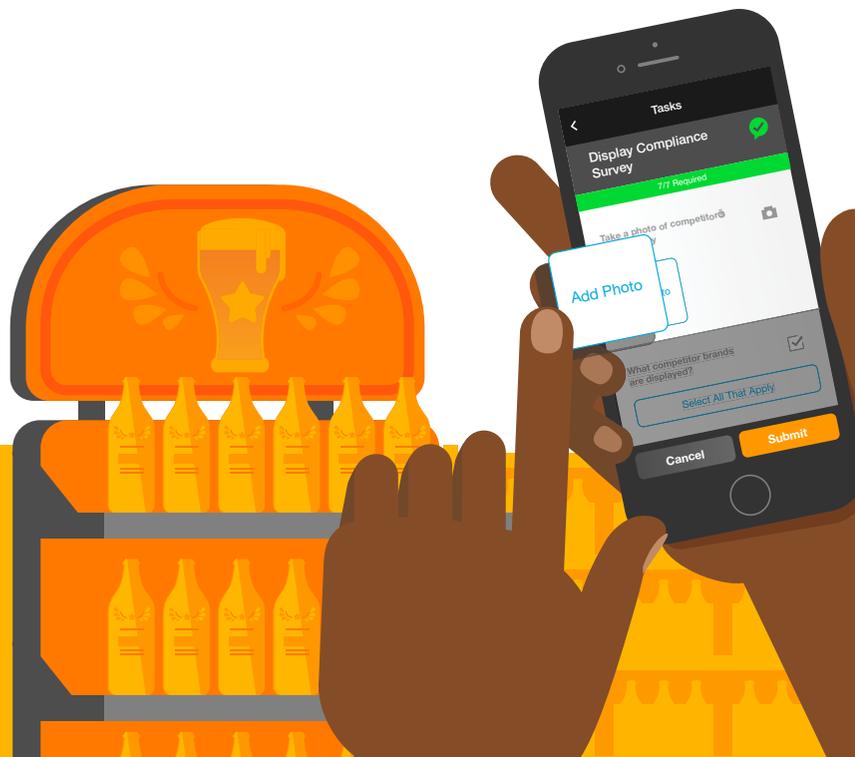
"Hey, Dan," she says to the manager, "can you tell me why the Entmoot display is gone? I thought that was working pretty well for you."

"It was. But, to be honest, Molly," Dan says, "we thought this was the better option."

"Fair enough—if money's important to you," Molly teases. "I'll quit bugging you about it for a little while if we can talk about an endcap for Entmoot's new Gondorian Pale."

"Yeah? What's that?"

"Well, let me tell you . . ."





GOOD DATA KEEPS EVERYONE ACCOUNTABLE



It's been a decent day. Molly had good conversations at each of her accounts, and she's stayed on top of her notes. Still, Molly is not excited about her last stop of the day. They are a smaller account for Teagan & Co. and one that often drags its feet.

Molly looks over the shelves, facings, and notes SKU placements. Entmoot's Ac Tree is neither on the floor nor in the coldbox, and she asks about it.

"Oh, yeah, we're going to get to that," the manager, Candace, assures her. "It was in the coldbox before; we just moved it temporarily."

Molly knows this isn't accurate, and usually these things are hard to prove. However, she is able to check the data for Entmoot in GoSpotCheck, and, sure enough, she has photos of the previous two months in which the Ac Tree is in the exact same place as it is currently.

She shows Candace. "You know, you've actually had the Ac Tree down here for at least the last two months," she states diplomatically.

"Huh. Yeah, I guess so," says Candace. "But we've also had it in the coldbox. I'm sure of it."

"Well, I don't have any pictures of that, which is kinda weird. What can we do to get some coldbox space just for the Ac Tree? That way we can get some pictures in here to verify location."

After some back and forth, Molly is able to make a deal that gets her the cooler placement at the expense of another brand that wasn't moving well there, anyway. She didn't get her Gondorian endcap, but you can't win them all, and she at least confirmed the Ac Tree spot.

WRAPPING UP THE DAY

Back at home, Molly fills out her final reports for the day—except for Entmoot Brewing, which she was able to complete at each stop.

Ugh, these spreadsheets are so tedious, she thinks to herself. I wish more people used the GoSpotCheck app.

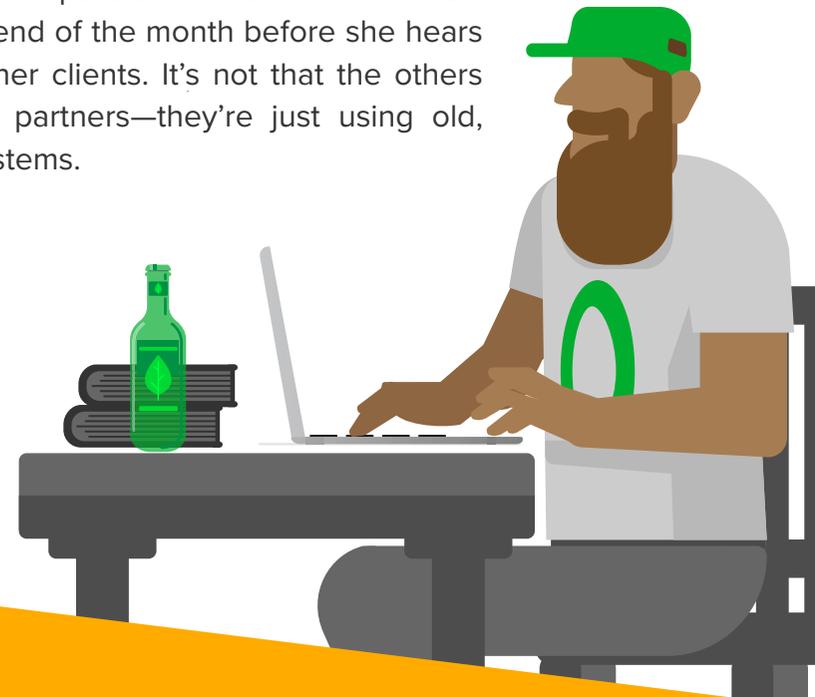
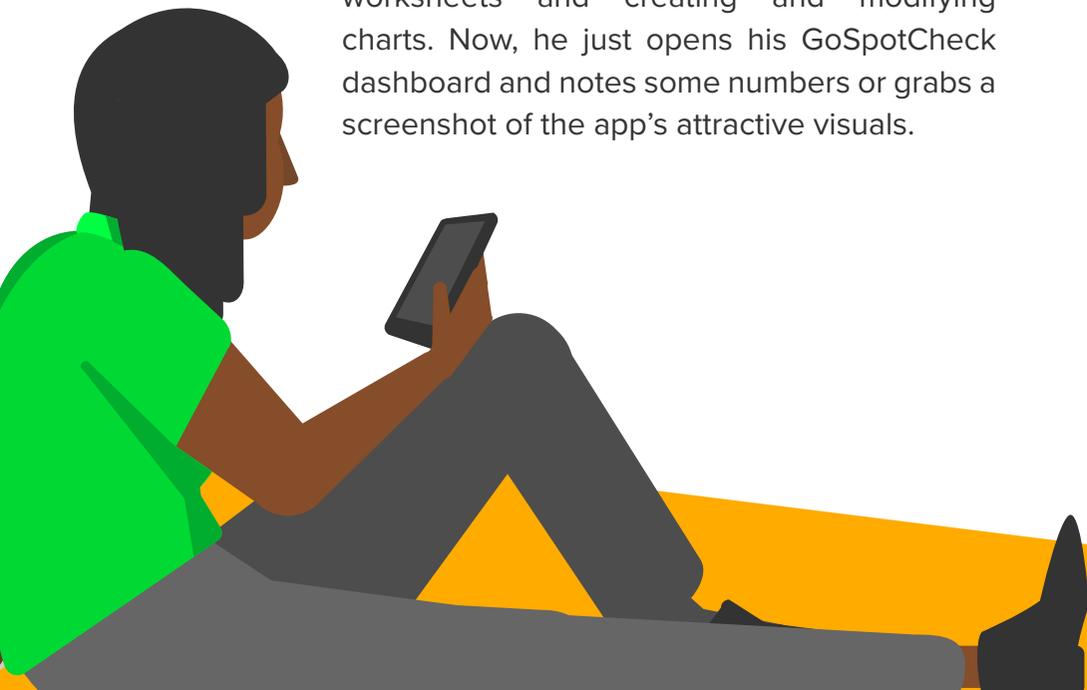
Back at Entmoot, Chris is also pretty happy he's decided to work with GoSpotCheck.

He's doing a little mid-monthly review, which used to mean selecting data from several worksheets and creating and modifying charts. Now, he just opens his GoSpotCheck dashboard and notes some numbers or grabs a screenshot of the app's attractive visuals.

Right away, he notices that Molly at Teagan & Co. has already hit a benchmark for pitching the Gondorian Pale. He quickly shoots off an email thanking her for the hard work and congratulating her on earning the monetary incentive.

It's nice for Chris to follow reps in real-time. It's also important for Chris to acknowledge his reps' performance.

Molly appreciates ending her day with praise from a supplier partner for her efforts. It'll be at least the end of the month before she hears from any other clients. It's not that the others aren't great partners—they're just using old, outdated systems.



ARE YOU READY TO CHANGE THE WAY YOU DO SALES?

GoSpotCheck not only saved Molly time and made her day less stressful, it helped her to focus on the positives with her accounts, just as it helped Entmoot Brewing focus on her good work for their brand.

Making data easy to enter, easy to access, and real-time means you can spend time creating incentives and leveraging the strengths in your relationships.

Contact GoSpotCheck today to start collecting the right data and grow your business.

[Request a Demo](#)

