



4 Signs That You Need to Move Beyond Spreadsheets to Manage Your Trade Spending

When a brand launches, just a couple people are involved and a spreadsheet or two are adequate to run sales. But when you catch-on, all bets are off. Here are four signs an emerging brand may need more than spreadsheets to manage their trade activities and spending:

1. Communication breakdown

When a brand's distribution grows it is usually accompanied by an increase in the number of people involved in the process. This means more meetings, emails, spreadsheets, telephone calls, contracts, ad images, deduction backup...and on and on. Valuable information ends up in many places and wires increasingly are crossed.

2. You've got "control issues"

Do you feel like your trade account has been hacked and funds are flowing out without a clear understanding of what has been approved? As distribution grows, so too does the quantity of promotional offers to customers. Approvals, if there are any, are difficult to document and track. This may provoke a feeling of chaos and disorder...a clear sign you're ready to systemize.

3. (Un)productivity

You need the limited human resources you have to fire on all cylinders to continue to grow. But as business expands, time is quickly swallowed up as the number of activities required to execute business processes multiplies. If you're finding the number of value-add activities is surpassed by too many admin tasks, you're ready to move on beyond Excel.

4.

R-O-I-don't know where the money's going

To be a healthy business, you need a healthy gross margin. Trade spending is one of THE largest controllable expenses that end up eroding gross margin. In fact, research shows that over 70% of promotions you spend trade funds on don't break even. Many brands don't start building data in a structure needed to analyze promotions and trade spending until it's too late. It's like calling the fire department after your house has burned down.



Here's a Positive Sign 

At Promomash, we've revolutionized in-store demo and event management by making it efficient, organized and profitable. Now we are doing the same for trade promotion management with an affordable solution – Promomash for Trade – specifically designed for emerging and growing brands. Promomash for Trade can help you better manage promotions, trade spending, and the people representing your brand.

Request a free consultation to learn how we can help!

[Request a Free Consultation](#)

