



Comprehensive Trade Management System that Unifies Sales and Marketing

See more, measure more, and improve more across your organization in real-time with Promomash.

For years, execs at emerging and growing CPG brands have wished for the ability to easily see what's going on across their entire sales, marketing, and trade promotion organization. They've had to settle for data that's not sufficiently detailed, is manually compiled, and provided well after the fact.

This, in turn, makes it nearly impossible to continuously improve team performance and productivity.

If you're that executive – you no longer need to settle.

Promomash is a complete system of software, services, and insights that dramatically improve the process of going to market:

-  Handle all sales, marketing and trade promotion – both from HQ and the field
-  Empower your entire team to be more productive
-  Leverage built-in industry standard processes
-  Capture all costs, sales, and activity data to provide unprecedented visibility into customers, personnel, and products
-  Provide your team an easy, intuitive user experience whether working from the office or the field
-  Enable streamlined/assisted data gathering
-  Set up closed-loop planning, executing, and analysis

WE TAKE THIS...



... AND TURN IT INTO THIS.



Management Environment

Promotion Planning & Profitability

Your environment for comprehensively planning promotions, projecting their profitability, setting budgets and guardrails, and monitoring success in-progress and after completion.

Group	Selling unit name (UPC)	Regular shopper price	Promoted shopper price	Discount value, \$	Discount, %
Juices	Apple Juice (A88042341)	\$5.99	\$2.99	\$3	50%
Bars	Chocolate bar (A9530534)	\$5.99	\$5.99	\$0	0%
Bars	Peanut butter bar (A9273450)	\$5.99	\$5.99	\$0	0%

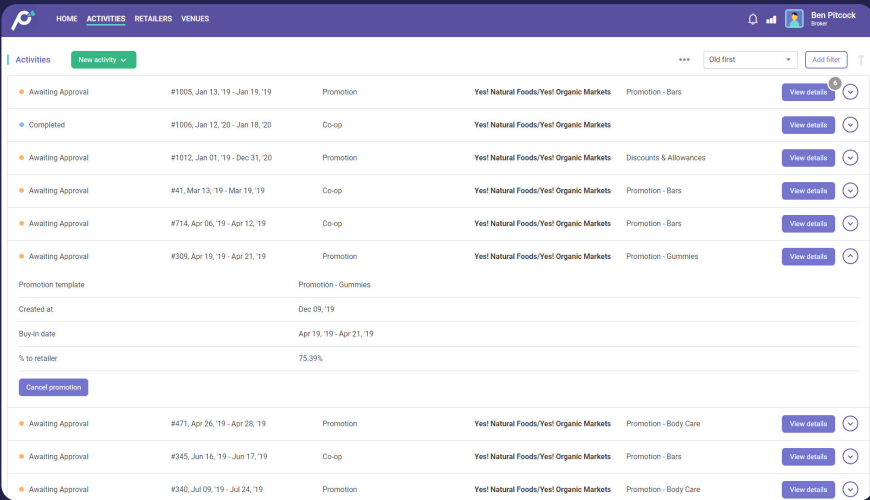
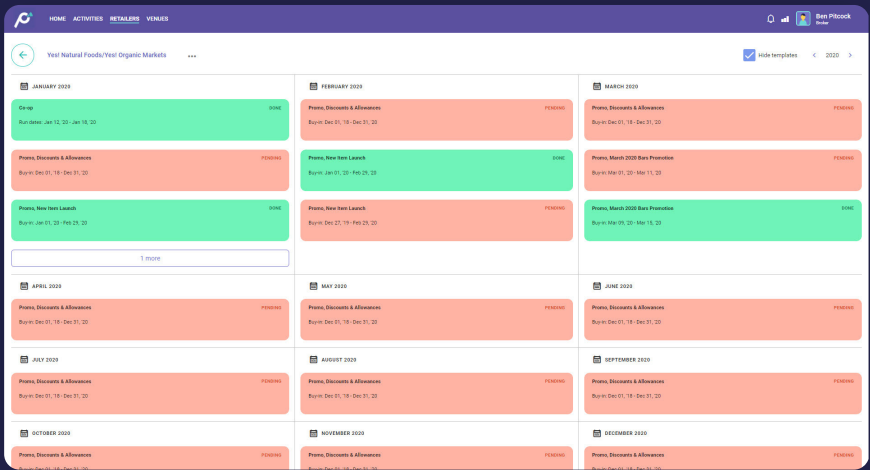
Shipping units and selling units	Regular sales margin / penny profit	Net supply price	Promotion allowance	Pay on shipment	Pay on scan	Dead net price	Pr
Apple Juice pack of 6 (C 923485)	-	\$24.00	\$12	\$12	\$0	\$12	
Chocolate bar pack of 6 (C 73452934)	-	\$0.00	\$0	\$0	\$0	\$0	
Peanut butter bar pack of 6 (C 42375345)	-	\$0.00	\$0	\$0	\$0	\$0	

ID	Type	Created by	Broker/rep	Retailer	Promotion template	Add-on	Created at	Run dates	Buy-in dates	Status	Due date	Cost	Invoice	Chat
#2.2	1005	P	Ben Pitcock	Ben Pitcock	Yest Natural Foods/Yest Organic Markets	Promotion - Bars	Jan 24, 20	Jan 13, '19 - Jan 19, '19	Jan 06, '19 - Jan 16, '19	Awaiting Approval	-	-	-	
#2.2	1006	C	Ben Pitcock	Ben Pitcock	Yest Natural Foods/Yest Organic Markets	-	Jan 31, 20	Jan 12, '20 - Jan 18, '20	-	Completed	-	\$5,000.00	Paid	
1012	P	Ben Pitcock	Ben Pitcock	Yest Natural Foods/Yest Organic Markets	Discounts & Allowances	-	Sep 11, 20	Jan 01, '19 - Dec 31, '20	Dec 01, '18 - Dec 31, '20	Awaiting Approval	-	-	-	
61	C	Hymen Moris	Ben Pitcock	Yest Natural Foods/Yest Organic Markets	Promotion - Bars	-	Dec 09, '19	Mar 13, '19 - Mar 19, '19	-	Awaiting Approval	-	\$67.40	Due	
714	C	Murray Stage	Ben Pitcock	Yest Natural Foods/Yest Organic Markets	Promotion - Bars	-	Dec 09, '19	Apr 06, '19 - Apr 12, '19	-	Awaiting Approval	-	\$58.22	Due	
309	P	Fernanda Pomilla	Ben Pitcock	Yest Natural Foods/Yest Organic Markets	Promotion - Gummies	-	Dec 09, '19	Apr 19, '19 - Apr 21, '19	Apr 19, '19 - Apr 21, '19	Awaiting Approval	-	-	-	
821	P	Ben Kczynowski	Ben Pitcock	Yest Natural Foods/Yest Organic Markets	Promotion - Body Care	-	Dec 09, '19	Apr 26, '19 - Apr 28, '19	Apr 26, '19 - Apr 28, '19	Awaiting Approval	-	-	-	
245	C	Ben Kczynowski	Ben Pitcock	Yest Natural Foods/Yest Organic Markets	Promotion - Bars	-	Dec 09, '19	Jun 16, '19 - Jun 17, '19	-	Awaiting Approval	-	\$38.91	Due	
340	P	Ben Pitcock	Ben Pitcock	Yest Natural Foods/Yest Organic Markets	Promotion - Body Care	-	Dec 09, '19	Jul 09, '19 - Jul 24, '19	Jul 09, '19 - Jul 24, '19	Awaiting Approval	-	-	-	
111	P	Ngoc Karalis	Ben Pitcock	Yest Natural Foods/Yest Organic Markets	Promotion - Bars	-	Dec 09, '19	Jul 23, '19 - Jul 25, '19	Jul 23, '19 - Jul 25, '19	Awaiting Approval	-	-	-	
93	P	Ben Kczynowski	Ben Pitcock	Yest Natural Foods/Yest Organic Markets	Promotion - Bars	-	Dec 09, '19	Aug 09, '19 - Aug 17, '19	Aug 09, '19 - Aug 17, '19	Awaiting Approval	-	-	-	
619	P	Ngoc Karalis	Ben Pitcock	Yest Natural Foods/Yest Organic Markets	Promotion - Bars	-	Dec 09, '19	Sep 30, '19 - Sep 30, '19	Sep 30, '19 - Sep 30, '19	Awaiting Approval	-	-	-	

Activity Scheduling, Routing, Execution, Data Reporting

A complete and flexible environment for planning, scheduling, and managing all your field tactics and events.

Broker Environment

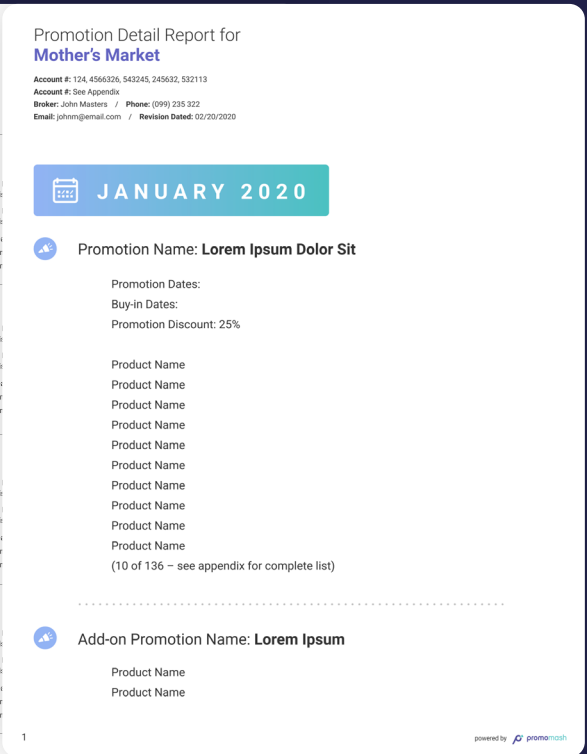


Retailer Promotional Calendar Management

A rich calendar-based environment for planning out promotions with any retailer, and then communicating the agreed-upon plan back to them in a beautiful, professional calendar summary and detailed report. Built-in rules and guardrails make every deal a good deal. Used by corporate to plan out big-banner annual plans, or individual reps to make plans with local independent stores.

Broker/Sales Rep Promo Activity Management

A complete view of the field salesperson's world, in a variety of useful views and flexible formats to make their life easier and more efficient.



Beautiful Customer-Ready PDF Generation

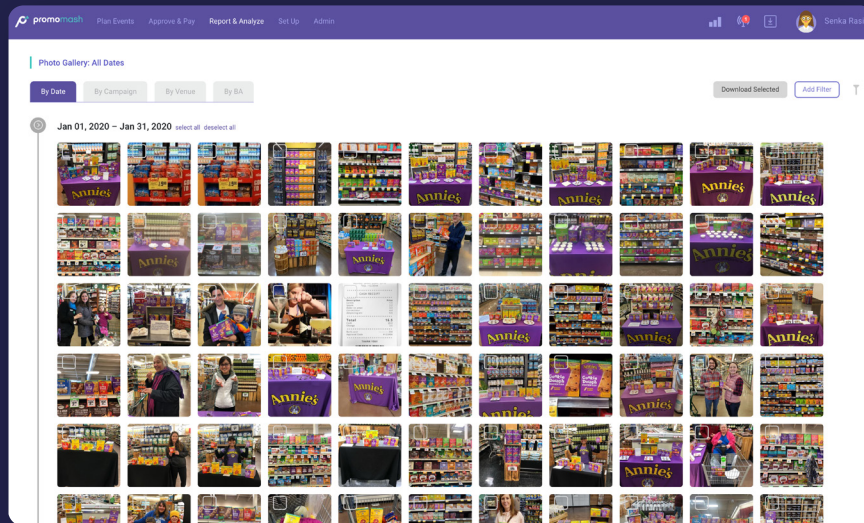
Promomash generates beautiful customer-facing documents to professionally represent your company – promotional calendars, promotion agreements and terms, post-demo reports, etc.

Field Marketing Environment

promo mash Plan Events Approve & Pay Report & Analyze Set Up Admin									
List of Events									
Scheduled Multistop Unscheduled									
Event Name	Start Date & Time	End Time	Duration	Staffing	Chat	Venue Name	Region	Campaign	Team
<input type="checkbox"/> 14 Carrot Whole Foods - Lexington on-Event	May 07, 2020, Thu, 12:00 PM	8:00 PM	8 hrs 0 min	Cheryl Ward Report Overdue		14 Carrot Whole Foods - Lexington	NNE	Merchandising	
<input type="checkbox"/> 14 Carrot Whole Foods - Lexington on-Event	May 27, 2019, Mon, 12:00 PM	3:00 PM	3 hrs 0 min	No BAs		14 Carrot Whole Foods - Lexington	NNE	Demo Time	
<input type="checkbox"/> 14 Carrot Whole Foods - Lexington on-Event	May 27, 2019, Wed, 12:00 PM	3:00 PM	3 hrs 0 min	Ore Banul Report Overdue		14 Carrot Whole Foods - Lexington	NNE	Amanda's Event	
<input type="checkbox"/> 14 Carrot Whole Foods - Lexington on-Event	Nov 28, 2019, Thu, 12:00 PM	3:00 PM	3 hrs 0 min	Joy Magrino Payment Sent		14 Carrot Whole Foods - Lexington	NNE	New Promo - Test PDF	
<input type="checkbox"/> 14 Carrot Whole Foods - Lexington on-Event	Apr 23, 2020, Thu, 1:00 PM	4:00 PM	3 hrs 0 min	No BAs, 2 openings		14 Carrot Whole Foods - Lexington	NNE	Merchandising Visits	
<input type="checkbox"/> 14 Carrot Whole Foods - Lexington on-Event	Apr 20, 2020, Mon, 1:00 PM	4:00 PM	3 hrs 0 min	No BAs, 2 openings		14 Carrot Whole Foods - Lexington	NNE	Merchandising Visits	
<input type="checkbox"/> 14 Carrot Whole Foods - Lexington on-Event	Aug 03, 2020, Mon, 12:15 PM	4:30 PM	4 hrs 15 min	Artem Byronenko Report Overdue		14 Carrot Whole Foods - Lexington	NNE	Availability	
<input type="checkbox"/> 14 Carrot Whole Foods - Lexington on-Event	Sep 27, 2019, Fri, 12:00 PM	3:00 PM	3 hrs 0 min	No BAs		14 Carrot Whole Foods - Lexington	NNE	Manager Added Demos	
<input type="checkbox"/> 14 Carrot Whole Foods - Lexington on-Event	May 04, 2020, Mon, 8:00 AM	9:00 AM	1 hrs 0 min	Rubia Bernajo Revision Requested		14 Carrot Whole Foods - Lexington	NNE	Manager Added Demos	
<input type="checkbox"/> 1944 Ocean Collective - Event	Apr 11, 2019, Thu, 11:30 AM	11:40 AM	0 hrs 40 min	No BAs		1944 Ocean Collective	So-Cal	In-Store Demos	

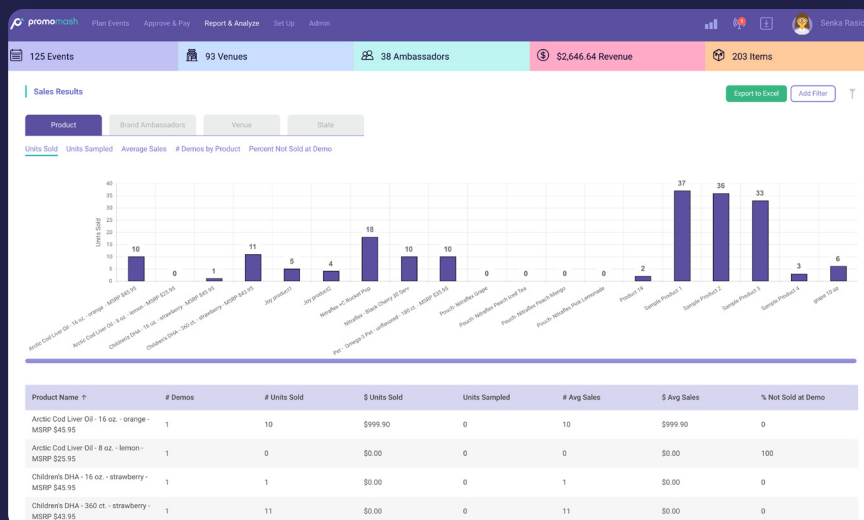
Field Marketing Activity Planning

Promomash helps your team handle everything involved in field marketing and sales – including planning, materials, logistics, staffing, scheduling, instructions, routing, checking in and out, in-flight communications, and post-event reporting and expenses.



Photos

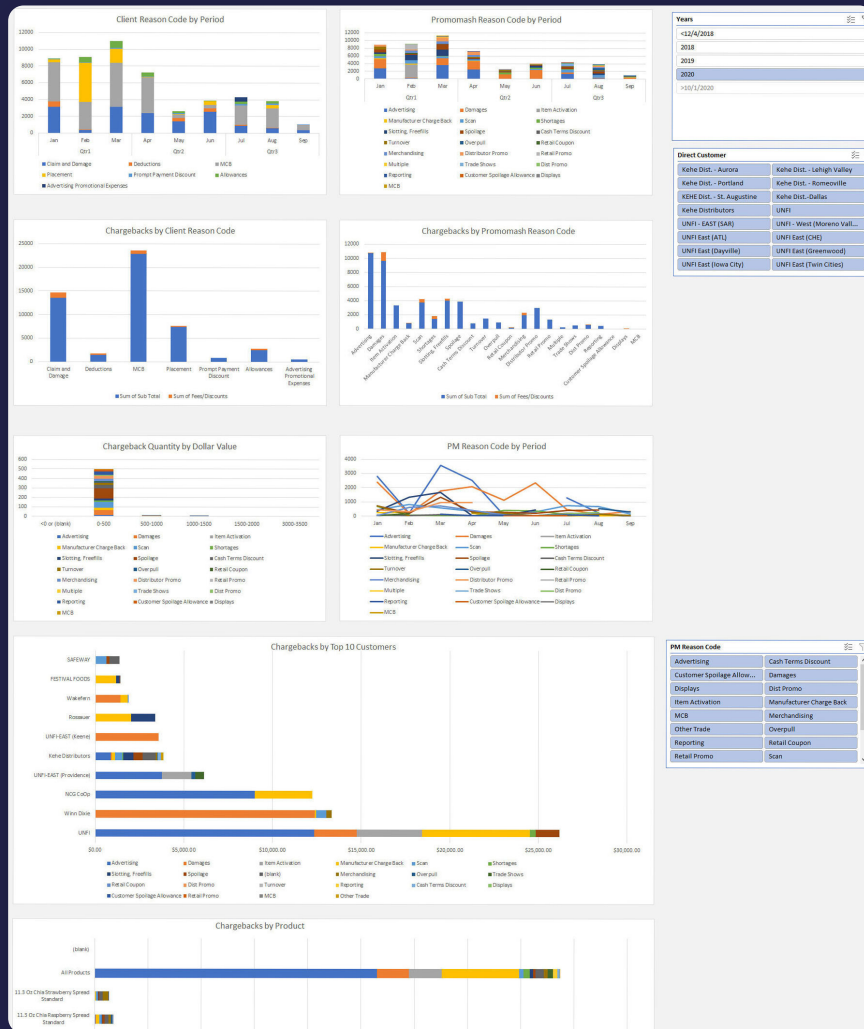
Promomash's photo database facilitates immediate collection of photos for proof of attendance or execution. The photo gallery environments make for easy browsing and curation of photos, and help managers to see trends, assemble stories for corporate, and promote via social media.



Analysis

The data is the whole point. Promomash provides a rich set of default analytics, and the ability to export in universal formats for any other analytical tool.

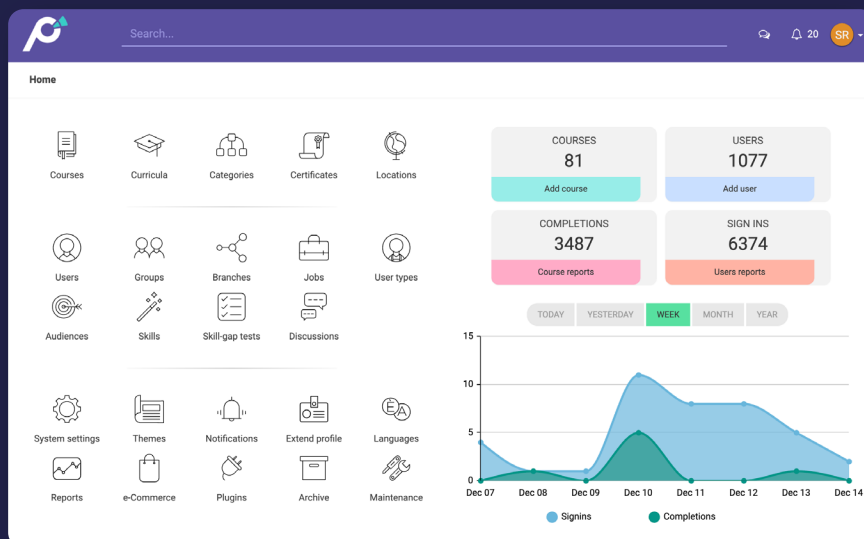
Deduction Management



Settlements / Deduction Management

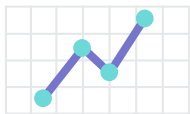
Deductions are costly to your bottom line – one of the most tedious tasks for the team to deal with. Promomash makes it a breeze. We digitize all those ugly customer pdf invoices down to the line-item level, track your authorizations, reconcile it all, and can even go back to the customer to recover invalid deductions. Our DM Dashboard makes it all clearer than ever, and even gives you insights into areas for business improvement.

Online Training



Online Training and Certification

Promomash's Learning Center is a full-featured online university, enabling our clients to cost-effectively onboard new employees and team members, roll out new products, policies, and other information to the team, and even provide training and support for retail staff.



Why Promomash?

Unlike all other TPM and field marketing software products to date, Promomash is not just a big box of dashboards and numbers based on past activity. Promomash seamlessly integrates that box with **workflow management features** that will help your people to produce better numbers and progressively improve performance over time.



Increase your staff's time efficiency by 2-3X on trade promotion activities, freeing them up for other value adding activities. This alone pays for the cost of Promomash many times over.



Empower sales to increase the number and quality of deals brought in for approval.



Provide an accountability structure that encourages brand ambassadors to increase their sales and the number of new consumers they create. Our clients have demonstrated first-year profit increases of 5-25% in this area alone.

In summary, Promomash **demolishes organizational silos** and empowers you, the executive, to gain the real-time, granular visibility you need to confidently make important decisions that will affect your brand's growth and success. No other solution gives you the same power to improve your organization and results.



Connect With Us to Learn More

Promomash doesn't just document the symptoms – we help you address the causes.
Gain significant competitive advantage through visibility, accountability, efficiency, and insights.

Let's talk and explore whether Promomash is right for your brand.

[Request a Consultation](#)