



# **Comprehensive Trade Management System** that Unifies Sales and Marketing

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

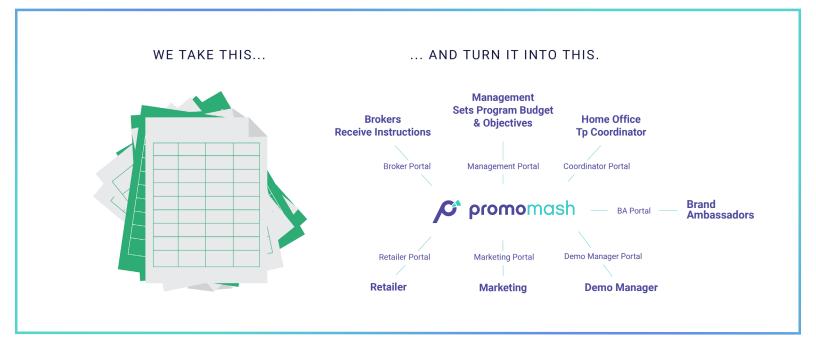
For years, execs at emerging and growing CPG brands have wished for the ability to easily see what's going on across their entire sales, marketing, and trade promotion organization. They've had to settle for data that's not sufficiently detailed, is manually compiled, and provided well after the fact.

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:

- Bandle all sales, marketing and trade promotion both from HQ and the field
- **11** 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



### **Management Environment**

9	Planning		anage										۵.	Ben Pitcock		
68) (M	Overview Products		9			Shopper price	Shopper price reduction ••••							GROSS REVENUE \$2,400.00		
	Calendar					Price deals	0G0 (50% off)		% Off				- 1	INCR. GROSS REVENUE \$1,992.00		
0	Add tactic	410					2 for \$5	Buy	Buy 2 Get 1 Free				- 1	TRADE ALLOWANCES		
	Brand ads	#11				Must buy							- 1	TRADE RATE TOTAL		
····	Display Price reduction	#12				Loyalty card req	uired						- 1	TRADE RATE INCREMENTAL		
<b>/0</b>	Demo event	123		Group		Group		Selling unit name	e (UPC)	Regular shop pr	per Prom	oted shopper price	Discount value,	\$ Discou	n, %	63%
)	Demand			Juices		Apple Juice (A8	Apple Juice (A880042341)		99	\$2.99	\$3	5	2%	\$1,140.00		
C	Supply		1	Bars		Chocolate bar (A	Chocolate bar (A9530534)		99	\$5.99	\$0		2%	\$1,140.00		
	Statement			Bars		Peanut butter ba	Peanut butter bar (A9273450)		99	\$5.99	sc		2%	PROFIT % GROSS		
¢	Discussion Attachments					Variable allo	wances			Settings >				<sup>ROI</sup> 189%		
					Shipping units and selling units Collapse all Expand all	Regular sales margin / penny profit	Net supply price	Promotion allowance	Pay on sh	ipment	Pay on scan	Dead net price	Pr	RETAIL REVENUE \$0.00		
			,		Apple Juice pack of 6 (IC 923485)		\$24.00	\$12		\$12	\$0	\$12		RETAIL PROFIT \$0.00		
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Sav	re and back to li	st	,		Peanut butter bar pack of 6 (IC 42375345)		\$0.00	\$0		\$0	\$0	\$0				
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P	Plann	iing and r	nanagement Analysis	Configuration	Settings								Q 🖬 🥻	Ben Pit Manager	tcock
Activities		Create as	ctivity 🗸											Filter appl	lied
Group ↑	ID	Туре	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	Ρ	Ben Pitcock	Ben Pitcock	Yes! Natural Foods/Yes! Organic Markets	Promotion - Bars		Jan 24, '20	Jan 13, '19 - Jan 19, '19	Jan 06, '19 - Jan 16, '19	<ul> <li>Awaiting Approval</li> </ul>				
#2_2	<u>1006</u>	с	Ben Pitcock	Ben Pitcock	Yes! Natural Foods/Yes! Organic Markets			Jan 31, '20	Jan 12, '20 - Jan 18, '20		<ul> <li>Completed</li> </ul>		\$5,000.00	Paid	
	1012	P	Ben Pitcock	Ben Pitcock	Yes! Natural Foods/Yes! Organic Markets	Discounts & Allowances		Sep 11, '20	Jan 01, '19 - Dec 31, '20	Dec 01, '18 - Dec 31, '20	<ul> <li>Awaiting Approval</li> </ul>				0
	41	с	Hyman Moris	Ben Pitcock	Yes! Natural Foods/Yes! Organic Markets	Promotion - Bars		Dec 09, '19	Mar 13, '19 - Mar 19, '19		Awaiting     Approval		\$67.40	Due	0
	714	с	Murray Stage	Ben Pitcock	Yes! Natural Foods/Yes! Organic Markets	Promotion - Bars		Dec 09, '19	Apr 06, '19 - Apr 12, '19		<ul> <li>Awaiting Approval</li> </ul>		\$58.22	Due	
	309	P	Fermina Pomilla	Ben Pitcock	Yes! Natural Foods/Yes! Organic Markets	Promotion - Gummles		Dec 09, '19	Apr 19, '19 - Apr 21, '19	Apr 19, '19 - Apr 21, '19	Awaiting     Approval				
	<u>471</u>	P	Ben Krzynowek	Ben Pitcock	Yes! Natural Foods/Yes! Organic Markets	Promotion - Body Care		Dec 09, '19	Apr 26, '19 - Apr 28, '19	Apr 26, '19 - Apr 28, '19	<ul> <li>Awaiting Approval</li> </ul>				
	<u>345</u>	с	Ben Krzynowek	Ben Pitcock	Yes! Natural Foods/Yes! Organic Markets	Promotion - Bars		Dec 09, '19	Jun 16, '19 - Jun 17, '19		<ul> <li>Awaiting Approval</li> </ul>		\$38.91	Due	
	340	P	Ben Pitcock	Ben Pitcock	Yes! Natural Foods/Yes! Organic Markets	Promotion - Body Care		Dec 09, '19	Jul 09, '19 - Jul 24, '19	Jul 09, '19 - Jul 24, '19	<ul> <li>Awaiting Approval</li> </ul>				
	ш	P	Ngoc Karalis	Ben Pitcock	Yes! Natural Foods/Yes! Organic Markets	Promotion - Bars		Dec 09, '19	Jul 23, '19 - Jul 25, '19	Jul 23, '19 - Jul 25, '19	Awaiting     Approval				
	<u>93</u>	P	Ben Krzynowek	Ben Pitcock	Yes! Natural Foods/Yes! Organic Markets	Promotion - Bars		Dec 09, '19	Aug 09, '19 - Aug 17, '19	Aug 09, '19 - Aug 17, '19	<ul> <li>Awaiting Approval</li> </ul>				
	<u>619</u>	P	Ngoc Karalis	Ben Pitcock	Yes! Natural Foods/Yes! Organic Markets	Promotion - Bars		Dec 09, '19	Sep 30, '19 - Sep 30, '19	Sep 30, '19 - Sep 30, '19	<ul> <li>Awaiting Approval</li> </ul>	•	÷		

### Promotion Planning & Profitability

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

### Activity Scheduling, Routing, Execution, Data Reporting

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

### **Broker Environment**

		Q 📲 💽 Ben Pitcock
Yest Natural Foods/Yest Organic Markets		Vide templates C 2020 >
■ .иншич 2029	E FEBRUARY 2023	MARCH 2020
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Penns, Siscents & Allevances Planns Buyin Dei 01, 18 - Dei 31, 20	Prene, New York Lauch 50% Berlin, Jah (1), 20-765 23, 23	Press, March 2028 Ban Prevention PEXENS Boy Int Mar 01, 201-Mar 11, 201
Point, New York Lauch point Depint Jan (1, 20 - Feb 25, 20	Prano, New Inni Lauch PCICING Borym, Dei 27, 19-195 29, 20	Prone, March 2008 Ban Protection 50%
1 more		
APRIL 2020	MAY 2020	JUNE 2020
Pores, Skouwer, Lallwavenee Process Buyer, Dec 01, 118 - Dec 31, 20	Prano, Decounts & Alfreinneres Process Buyen Dec 01, 10-Dec 31, 20	Prome Sincourse LADownnoise Processe Buyers Dec 01, 18 - Dec 31, 20
JULY 2020	AUGUST 2020	DEPTEMBER 2020
Point, Niccenti, KARevances PDictins Buyer, Dec 01, 116 - Dec 31, 20	Prano, Discourts & Alfensaces PEtersol Beyen Dec 81, 16-Dec 31, 20	Promis Microwski Kallowaniek Process Bury in Dec 01, 18 - Dec 31, 20
CTOBER 2020	NOVEMBER 2020	DECEMBER 2020
Proma, Discourte & Allowances PDI0145	Promo, Discourts & Allmances PCXXXX6	Protex, Discourts & Allowances PEXEND

### **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 F	Rep
Promo Activity	v Management

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

# A complete view of the field

### **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.

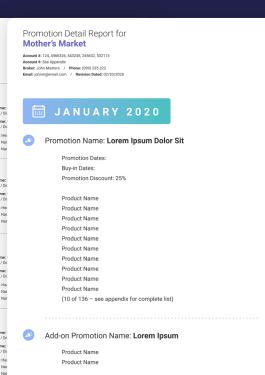
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					🖓 🚥 🚺 Broker
Activities New activity ~				••• Old first	▼ Add filter T
<ul> <li>Awaiting Approval</li> </ul>	#1005, Jan 13, '19 - Jan 19, '19	Promotion	Yes! Natural Foods/Yes! Organic Markets	Promotion - Bars	View details
Completed	#1006, Jan 12, '20 - Jan 18, '20	Со-ор	Yes! Natural Foods/Yes! Organic Markets		View details
Awaiting Approval	#1012, Jan 01, '19 - Dec 31, '20	Promotion	Yes! Natural Foods/Yes! Organic Markets	Discounts & Allowances	View details
Awaiting Approval	#41, Mar 13, '19 - Mar 19, '19	Со-ор	Yes! Natural Foods/Yes! Organic Markets	Promotion - Bars	View details
Awaiting Approval	#714, Apr 06, '19 - Apr 12, '19	Co-op	Yes! Natural Foods/Yes! Organic Markets	Promotion - Bars	View details
Awaiting Approval	#309, Apr 19, '19 - Apr 21, '19	Promotion	Yes! Natural Foods/Yes! Organic Markets	Promotion - Gummies	View details
Promotion template		Promotion - Gummies			
Created at		Dec 09, '19			
Buy-in date		Apr 19, '19 - Apr 21, '19			
% to retailer		75.39%			
Cancel promotion					
Awaiting Approval	#471, Apr 26, '19 - Apr 28, '19	Promotion	Yes! Natural Foods/Yes! Organic Markets	Promotion - Body Care	View details
Awaiting Approval	#345, Jun 16, '19 - Jun 17, '19	Co-op	Yes! Natural Foods/Yes! Organic Markets	Promotion - Bars	View details
Awaiting Approval	#340, Jul 09, '19 - Jul 24, '19	Promotion	Yes! Natural Foods/Yes! Organic Markets	Promotion - Body Care	View details

#### Promotion Detail Report for Mother's Market

Account 4: 124, 4566326, 543245, 245632, 532113 Account 4: See Appendix Broker: John Masters / Phone: (099) 235 322 Email: johnm@email.com / Revision Dated: 02/20/2020 JANUARY 2020 Promotion Name: Festive Winter Buy-in: Jan 20 / Discount 25% Promotion Name: Buy-in: Jan 20 / Di:



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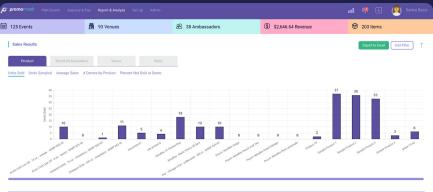
### **Field Marketing Environment**

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I	List of	Events											
	Schedi	led Multishift Uni	scheduled							••• Search		Add Filter	T
		Event Name 🛧	Start Date & Time	End Time	Duration	Staffing	Chat	Venue Name	Region	Campaigr		Team	
			May 07, 2020, Thu, 12:00 PM	8:00 PM	8 hrs 0 min	Cheryl Ward • Report Overdu	e	14 Carrot Whole Foods - Lexington	NNE	Merchand	ising		
			May 27, 2019, Mon, 12:00 PM	3:00 PM	3 hrs 0 min	No BAs		14 Carrot Whole Foods - Lexington	NNE	Demo Tim	e		
			May 27, 2020, Wed, 12:00 PM	3:00 PM	3 hrs 0 min	Dee Baculi • Report Overdu		14 Carrot Whole Foods - Lexington	NNE	Amandais	Event!		
			Nov 28, 2019, Thu, 12:00 PM	3:00 PM	3 hrs 0 min	Joy Magsino • Payment Sent		14 Carrot Whole Foods - Lexington	NNE	New Pron	io - Test PDF		
		14 Carrot Whole Foods - Lexingt an - Event	Apr 23, 2020, Thu, 1:00 PM	4:00 PM	3 hrs 0 min	No BAs, 2 openir	0 Igs	14 Carrot Whole Foods - Lexington	NNE	Merchano	ising <u>Visits</u>		
			Apr 20, 2020, Mon, 1:00 PM	4:00 PM	3 hrs 0 min	No BAs, 2 openin	o	14 Carrot Whole Foods - Lexington	NNE	Merchano	ising Visits		
			Aug 03, 2020, Mon, 12:15 PM	4:30 PM	4 hrs 15 min	As Artem Syzonenk • Report Overdu		14 Carrot Whole Foods - Lexington	NNE	Availabilit	í.		
			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		
		14 Carrot Whole Foods - Lexingt on - Event	May 04, 2020, Mon, 8:00 AM	9:00 AM	1 hrs 0 min	Rubs Bermejo • Revision Requ	ested	14 Carrot Whole Foods - Lexington	NNE	Manager.	Added Demos		
		1944 Ocean Collective - Event	Apr 11, 2019, Thu, 11:00 AM	11:40 AM	0 hrs 40 min	No BAs		1944 Ocean Collective	So-Cal	In-Store D	emos		
	_		May 29 2020 Fri 12:00			Dee Baruli							

### 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.

Promomash Plan Events Approve & Pay					🛨 🧕 Senka Rasic
Photo Gallery: All Dates By Date By Campaign By Venue	By BA			Download 3	Selected Add Filter
Jan 01, 2020 - Jan 31, 2020 select a	all deselect all				
Nonies		mies	Nonies	Nnnie;	Monies
		<b>?</b>		Nunies	
		somies			Annies
			Nonies		



Product Name ↑	# Demos	# Units Sold	\$ Units Sold	Units Sampled	# Avg Sales	\$ Avg Sales	% Not Sold at Demo
Arctic Cod Liver Oil - 16 oz orange - MSRP \$45.95	1	10	\$999.90	0	10	\$999.90	0
Arctic Cod Liver Oil - 8 oz Iemon - MSRP \$25.95	1	0	\$0.00	0	0	\$0.00	100
Children's DHA - 16 oz strawberry - MSRP \$45.95	1	1	\$0.00	0	1	\$0.00	0
Children's DHA - 360 ct strawberry - MSRP \$43.95	1	11	\$0.00	0	11	\$0.00	0

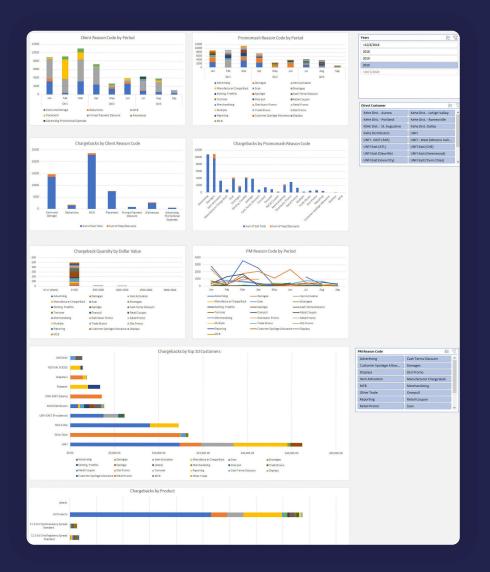
#### Photos

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**



# **Online Training**



### 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 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**