



**Why Clorox Recommends
Advantage Report™ Participation**

Advantage
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Advantage Report™ Participation is a Small Amount of Effort for a Big Payoff

Performance feedback can provide valuable insight on how to strengthen your business relationships and improve your business results. Though participating in an evaluation program takes some time and energy, the rewards reaped far outweigh the effort. Bob Richardson, Director of Sales at Clorox, and Dave Iacobelli, VP of Sales at Clorox Canada, discussed why investing the time to participate in the Advantage Report™ is the right thing to do for their businesses and others like it.

**“Advantage’s KPIs, measures and processes are very good. They are well-recognized within the industry for being best-in-class and very transparent,”
said Mr. Richardson.**

“It allows the retailers and the manufacturers a good, solid, fair way to rate each other and we need more of that to be successful today. It’s about putting a little work in early to see the benefits later,” said Mr. Iacobelli. It’s why Clorox sees participating in the Advantage Report as a small amount of effort for a big payoff.

To collaborate with your trading partners, it’s important to know what you’re working towards. What are the strengths you should take advantage of and leverage? What opportunities do you have to improve your performance, the relationship and business results?

Advantage Report collects performance feedback from countless retailers and suppliers internationally. It’s a wealth of valuable insight because it collects and aggregates data from many influential players in the fast-moving consumer goods industry. If your business is a major or rising player in this segment, contributing helps create a more holistic picture of performance in the industry.

If your company contributes and provides feedback for supplier or retailer partners, Advantage Report will provide you with personalized and detailed feedback about your business in return. These insights can help improve your business on a functional basis, a market basis and overall.

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“Quite frankly,” stated Mr. Richardson, “we need to continue to use those tools and have the kind of tough love and tough conversation which the Advantage Report allows us to do.”

Providing feedback may not seem like the most important priority with the likes of acquisitions, investments, synergies, releases, new projects, and much more. “It’s an easy thing to push off because everyone is busy,” said Mr. Iacobelli on the process of giving business partner feedback. “With all the changes across the customer base and on the vendor side, it’s an easy time to say, ‘I’m too busy’ and not focus on it.” However, the benefits of participating far outweigh the effort.

“It’s probably the most important time to make sure we’re aligning on where we’re headed. Advantage Report can help drive mutual growth, better collaboration and more efficiency moving forward,” summates Mr. Iacobelli.

Critical Insights, High-Performance Relationships

Advantage clients are the leading fast-moving consumer goods companies around the world and the retail organizations that they supply. We are a trusted advisor to these clients in over 40 countries.

We help industry leaders better manage critical commercial relationships through a robust globally-standardised, industry-specific system of measures.

Our Advantage Report™ captures all the key ‘soft’ attributes that go unmeasured through traditional business metrics, supported by comprehensive and in-depth qualitative feedback into why retailers and suppliers feel the ways they do. These powerful insights then help our clients improve their business relationships and achieve commercial success.

To learn more about Advantage Report™ visit: <https://www.advantagegroup.com>