



Business Reviews: Tips for Success

GOAL: To reinforce the value and the sales contribution of the Avanti Press displays

WHO: All Level 1's and strong customers you are trying to upgrade

WHEN: January is ideal to be proactive or when something is changing at the store: redesign, bringing in a new category that might change Avanti's space

HOW: The basic review can be retrieved from ABO/Useful Tools/ Business Review



Date range can be adjusted
(is 2019 a better 2 year comparison?)
Pull report in PDF

Want to make it even more substantive?

- Save the Business Review in Word
- Add your accomplishments – everything you can think of:
 - From the Customer Purchase Summary on ABO you can find out how many orders you wrote (same as how many visits you made), how many dollars Avanti awarded in credits, did you update signs or headers, Did you install new designs
- Add your goals or ideas to improve sales for 2021:
 - Move the display, do a reset, upgrade A* Press or America to their own display, add a brand, reorder Valentines because Christmas was strong. What ever you believe will grow their sales
- When you are finished, save the document as a PDF again so you can email it after your meeting

NEED HELP? Call Avanti 800.228.2684

Prepared For: **EXAMPLE** DATE
 Instructions to customize Business Reviews and deliver them on YAP/HOME/Grow Existing Business

Product Class	Retail \$ This Year*	Retail \$ Last Year*	% Change to Prior Year	Return on Investment	\$ Per Pocket
Avanti	\$5,927	\$7,877	-25%	\$2,964	\$28
America	\$-24	N/A	N/A	\$-12	N/A
A*Press	\$2,765	\$3,623	-24%	\$1,382	\$35
Everyday Total	\$8,668	\$11,500	-25%	\$4,334	\$30

Prepared By: Avanti Press for Feel Good Pharmacy

By saving the PDF as a Word Document you can add information like display size, # of visits or orders, Credits awarded – all can be found on your Customer Purchase Summary... Remember to save it back to PDF when you are finished.

Display Type: 192 pocket 33" spinner for Avanti (6 sq ft) and a 80 pocket 20" spinner for A*Press (2.5 sq ft)
 Retail dollars are calculated at wholesale dollars shipped in less credits, doubled
 Retail "This Year" includes a 6 week gap in sales and shipments when Avanti's Fulfillment Center was closed – Covid

Using Last Years complete numbers:

- Avanti produces over \$1300 per square foot annually in net sales
- A*Press produces over \$1400 per square foot annually in net sales

Notes:

- Since the beginning of 2019 Avanti has issued \$520 in credits for slower selling non seasonal cards in order to update the displays
- Your Rep has made 22 service visits and consistently visits every 30 days

Retail \$ are an estimate based on the last 12 months of reorders (November 2019 - October 2020) less any credits
 Return on Investment = the retailer's retail sale less the wholesale cost