



**10 Bullets
for fighting
Competitive battle**



Bullet-1

Target Oriented



You must have a clear target for the month, for the week and for day, for yourself and your team. Before you start the market work, you and your team should be clear about the sales, callage & productivity, brands per call, SKUs per call etc. you aim to achieve. At the end of the day, review the performance.



Bullet-2

Be
the
First



Be the first

Reach every outlet before your competitor. Start every operation/promotion prior to your competitor. You will sell more.

Bullet-3

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Key accounts priority

Cover all key accounts, important retailers and wholesalers, cooperatives, self-service stores and supermarkets, modern trade (accounting for 60-70% of your volumes), on a priority basis

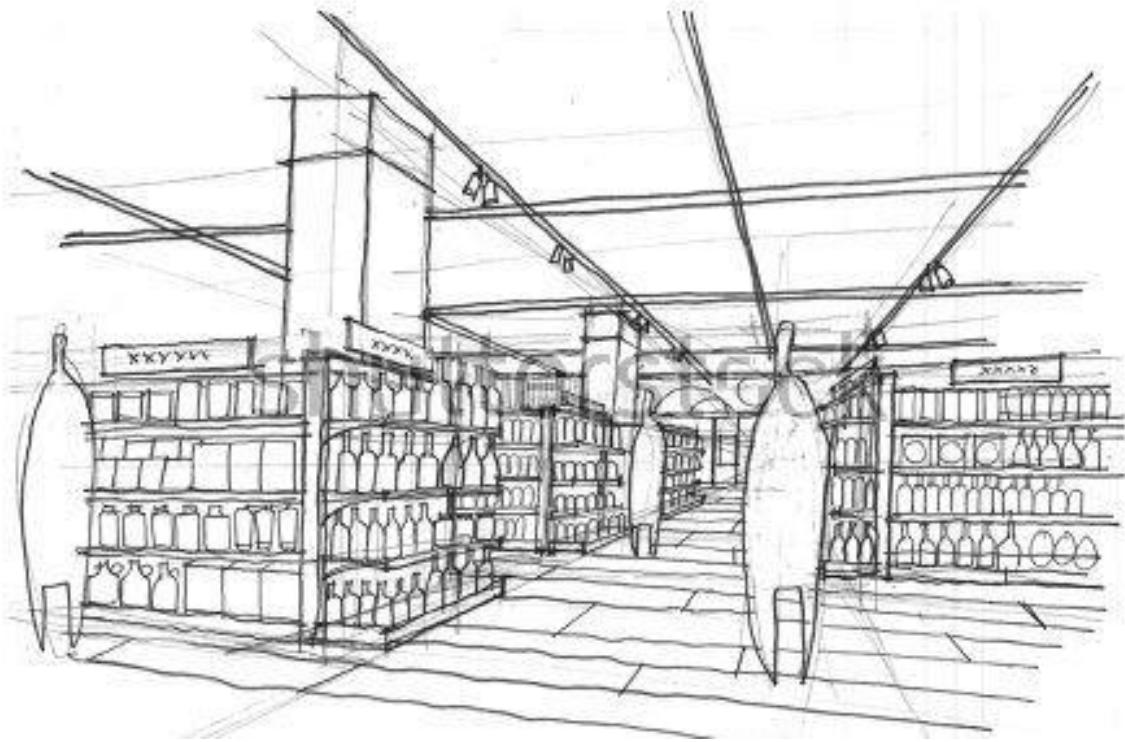


Bullet-4

100% Coverage Critical

No outlet is small for us. Remember, about 40% of our volumes come from small shops. They should not be neglected. Every outlet must be covered rigorously and relentlessly.

Bullet-5



Product Merchandising

Make sure you get the best shelves, show cases windows in every outlet. Display stocks prominently. Shelve them as per norms.



Bullet-6



POP Maximum visibility

Use POPM (point of purchase materials) comprising of posters, backing papers, hangers, Dummies, Sleeve etc., effectively, to get maximum exposure and visibility, at eye levels.

Bullet-7



Publicity- Early advantage

If you have budgets for in-shop operations, counter girls, home-to-home, demonstrations, etc., these operations must commence at the earliest. Then, you will get incremental advantage.



Bullet-8



Stocks-Round the clock

Ensure that you are never out of stock. Your depots, distributors and retail outlets must always have adequate stocks. In a competitive battle, not having stocks is like going to a battle, holding a gun, without any bullets in it.

Bullet-9



Be Early

Early bird gets the first catch. Make sure market operations commence sharp 8.30 a.m. With this coverage and callage will improve. Results in higher sales.

Bullet-10



Fight to win

Salesmen are in the game of winning. Not for just being one of those “**who also ran**”. Being victorious is our single-minded objective. Only those who win are respected and remembered. **This, we must never forget.**

Collected by
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