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# Offering best in class business advice

We offer Category advice across biscuits and savoury snacks, so independent retailers can offer the best range to maximise their return and satisfy the needs of their shoppers.



We guide retailers on the best selling range based on their shopper demographic, store format and geographical location.

We advise on best use of equipment to grow sales, and also implement equipment requests both temporary and permanent solutions.

We offer merchandising advice, but more than that we actually do the work for the retailers to relay their fixtures - our team of 25, influence nearly 4000 fixtures per year in this way, bringing category uplifts of 22%



PRODUCT PRICE PLACE PROMOTION



We advise on promotional mechanics that offer a balance of enhancing retailers rate of sale without damaging margin, but that are compelling to the value conscious shoppers

# With frequency and quality that retailers love

## 3V's!

# VISIBILITY VARIETY VALUE

We visit the retailers c6 weekly, spending quality time with the retailers demonstrating the key levers of Variety, Value and Visibility that we can mutually pull to drive growth.

We are all trained on simple steps of the call to ensure the time with the retailers is of maximum value as we recognise, through working in-store exactly how busy they are.

We drive in-store execution standards against a simple perfect store blueprint, and we are able to demonstrate the link between blueprint and category growth. In the Independent Convenience arena we have delivered growth of nearly 50% versus stores that do not get an Excellence visit



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# Focused on driving category growth for retailers

In store we use the Better Biscuit Guide, which offers top tips and testimonials on the power of following the category advice. Voted merchandising initiative of the year award at 2017 retailer choice awards

Our bespoke app, focuses on education for retailers around the category, brand and the top selling lines



2018 saw pladis win the HIM award for collaboration with the trade, with the client recognising the hard work undertaken by the excellence sales team in this arena

Fantastic news to share with you! - pladis won the Supplier Collaboration award last night at the prestigious HIM Awards. An award night recognising the best of the best in various categories throughout the Convenience channel. This award has been nominated and voted by independent retailers who sit on HIM's retail panel.

Well done to all our Category, Shopper, Trade Comms, Customer Field sales and account management teams who build these collaborative relationships with retailers on a daily basis.

*HIM are a Shopper research and insight agency who are a well recognised industry body in the Convenience sector. Owned by William Reed Media group.*



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# Our innovative approach has brought success

Via our independent measure excellence are out performing a large group of like for like control stores by **+27%**, believed to be one of the **strongest performances** in FMCG field sales.

By **constantly out performing** these bench stores, along with the rest of the market, we can clearly demonstrate our **true value** to the pladis business.

Head of Field Sales  
@ pladis global

**MATT  
BLAKE**



“Exsellence have become a true partner to pladis with a simple, yet amazingly effective, approach to Field Sales. Their team are clear on what good looks like and strive for gold standard execution in every call they cover. Policed by their store blueprint they deliver for us day in day out all with a high amount of collaboration”  
#great team



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