

Field Sales and Marketing Management

CCS Field Sales and Marketing Solutions Drive Results

Creative Channel Services' professional field sales and marketing representatives connect brand messaging with salespeople and consumers at the critical point of sale, driving product knowledge, brand awareness and advocacy, increased sales, and high ROI for leading manufacturers and retailers in over 15,000 store locations per year throughout North America.



The Value of Field Services

While other marketing efforts are hard-pressed to gain consumer attention, CCS' field teams achieve retail success by communicating your strong brand message face-to-face at the critical point of sale where consumers are ready to buy. In addition, in-store representatives allow you to gather invaluable market feedback and competitive information, providing a window into how your brand is performing at retail.

Your Product Message Professionally Delivered

Specializing in building retail relationships, CCS' field representatives function as a seamless extension of your company, growing your brand, optimizing resources and maximizing sales within the store environment. Leveraging our retail partnerships, CCS will ensure your in-store presence complies with the standards of the retailers you target. Depending on your needs, we can provide custom field management or "as needed" support in:

- > Product demonstration and assisted selling
- > Salesperson product training
- > Consumer and salesperson promotions and awareness
- > Building shelf presence & displays
- > Market research and competitive data analysis

Hiring the Right Representatives

All CCS field marketing representatives are W2 employees who have gone through a rigorous hiring, interview, and qualification process, with training and coaching by our senior district, regional and national management teams. The average tenure of a full-time CCS field representative is over four years, with a turnover rate below 10% per year; in contrast, the industry standard turnover rate for full-time reps is over 30%, and can exceed 100% for part-time reps within a year.

Measurable Results

CCS' technology platform helps you deliver the right message, in the right place, at the right time - for remarkable results. Our reporting services keep you informed on inventory issues, market feedback, pricing, store coverage and much more.

Critical Inventory Report - By Retailer							
Mobile							
Product	Stores	% Stores	Number of Stores	% Stores	Number of Stores	% Stores	Stores where product not carried
ABC	107	33	7%	439	33	8%	
DEF	107	33	14%	236	33	11%	
GHI	107	33	24%	339	33	20%	
Stores Not in Mobile							
Product	Stores	% Stores	Number of Stores	% Stores	Number of Stores	% Stores	Stores where product not carried
ABC	0	0	0%	0	0	0%	

CCS' custom online reporting tools help you track inventory, feedback, results and more in real time.

Comprehensive Strategy Enhances Coverage and Efficacy

CCS is uniquely qualified to provide a comprehensive solution to enhance your results at the critical point of sale. CCS is the only firm that combines in-store field marketing with CyberScholar online product-training and advocacy programs, which provide support for face-to-face engagements while also allowing you to reach dispersed retail associates in stores outside traditional coverage areas.

How CCS Delivers Results

1. Consult with you to assess your needs
2. Formulate solutions
3. Mobilize a quality field team
4. Train the team on your products
5. Execute a campaign
6. Provide you ongoing communication with the team via CCS' online reporting system
7. Measure your results

CCS' solutions have delivered results including:

- Increases of 136% or more in sell share through assisted selling
- Increases of 27% in salesperson advocacy rates for promoted brands
- Sales lifts of 40% through integrated programs
- Long-term average sales increases of 25% in covered vs. uncovered stores

NETGEAR®

"From in-store marketing and sales support to online training directed to our most valuable retailers, CCS has provided NETGEAR the necessary tools and manpower necessary to increase brand awareness and sell-through for our products."

Jamie Stack
Director of Retail Sales
NETGEAR, Inc.

For more information on CCS' integrated solutions, please contact us:

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