

# Execute Survey

## Survey product portfolio

- Check discrepancies
- Audit promotion related activities
- Survey store related questions

CPWerx
10:05
ok

**Agenda**
\*Kroger Store #201

**Empower Cola Big**

Question	Answer
Placement type	Display
Alignment	Length

CPWerx
10:03
ok

**Agenda**
\*Kroger Store #201

	ND	OS	F	Price
▼ Empower Cola				
▶ Empower Cola Big			2	2.69
• Empower Cherry			1	1.49
• Empower Cherry Big	✓		2	2.98
• Empower Lemon			1	1.99
• Empower Lemon Big		✓	1	1.29
▶ Limella				
▶ Flashy Drinks				
▶ Upper Springs				

2

Facings

Price

02.69

Main Status
Store Check
Other

Previous
Next

CPWerx
10:04
ok

**Agenda**
\*Kroger Store #201

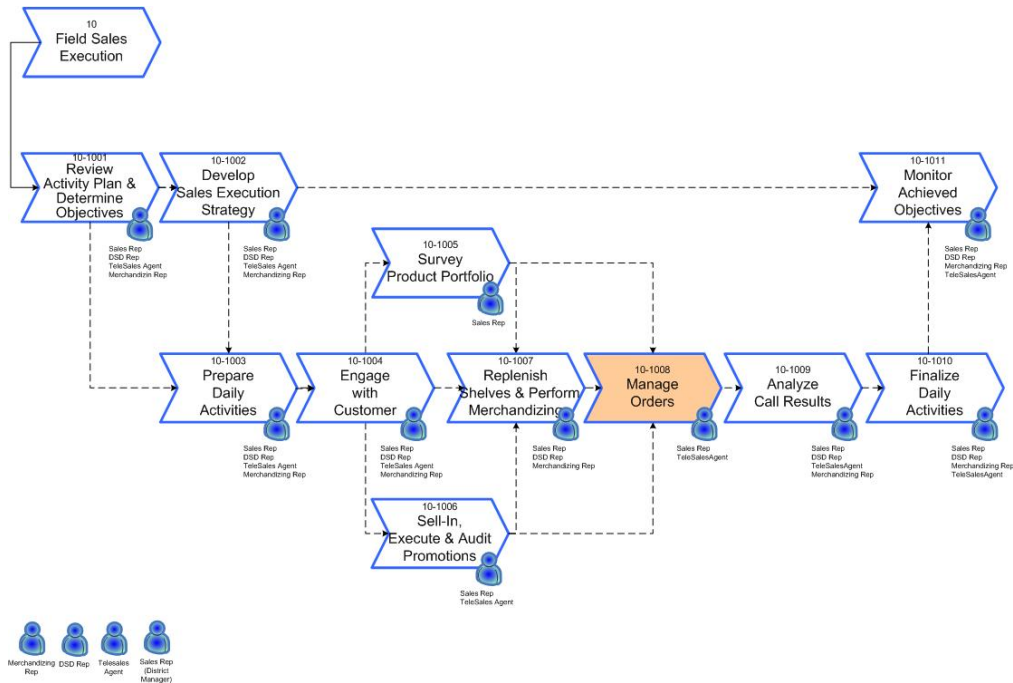
Display area available in store?

M	Question	Answer	D	P
	Display has been built?	✓	Done	A
	Most frequent reason for	Expired	Done	A
	# promotion displays		Not	A
	# shelves		Not	A
	Any outstanding orders?		Not	A
	Display area available in		Not	A
	How many people are		Not	A

Main Status
Questions
Other

Previous
Next

# Manage Orders

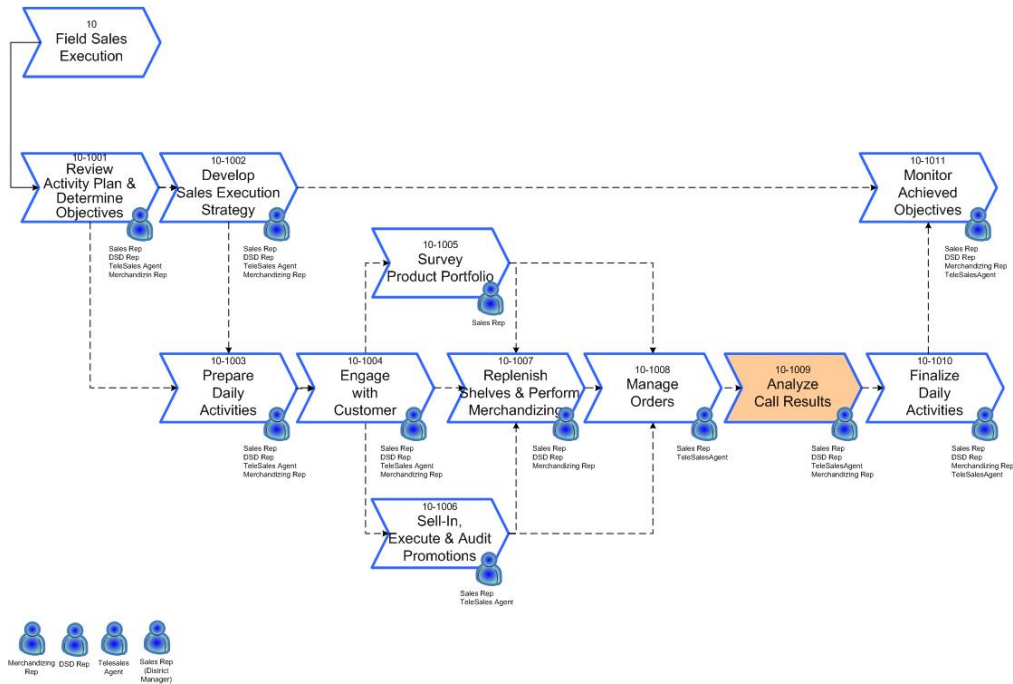


- Standard Order
- Indirect Order
- Returns
- Van Sales & Cash Order

3



# Analyze Call Results



# Analyze Call Results

## Review & Finalize Activities

- Document Notes, Exceptions
- Review Next Planned Contact
- Finalize Contact (Maintain Duration, Status, Success, etc.)

The image displays three overlapping screenshots of the CPWerx software interface, illustrating the process of reviewing and finalizing a call.

**Top Screenshot (11:03):** Shows the 'Call' screen for '\*Kroger Store #201'. A 'Note' is visible, stating: 'The fight for profitable brand growth in the Consumer Products industry is intensifying. The need to improve in-store effectiveness has never been stronger. Under increasing pressure from the cost, time and risk associated with building a profitable brand, manufacturers are seeking ways to revitalize their portfolio while maintaining the competitive drive of their core range'.

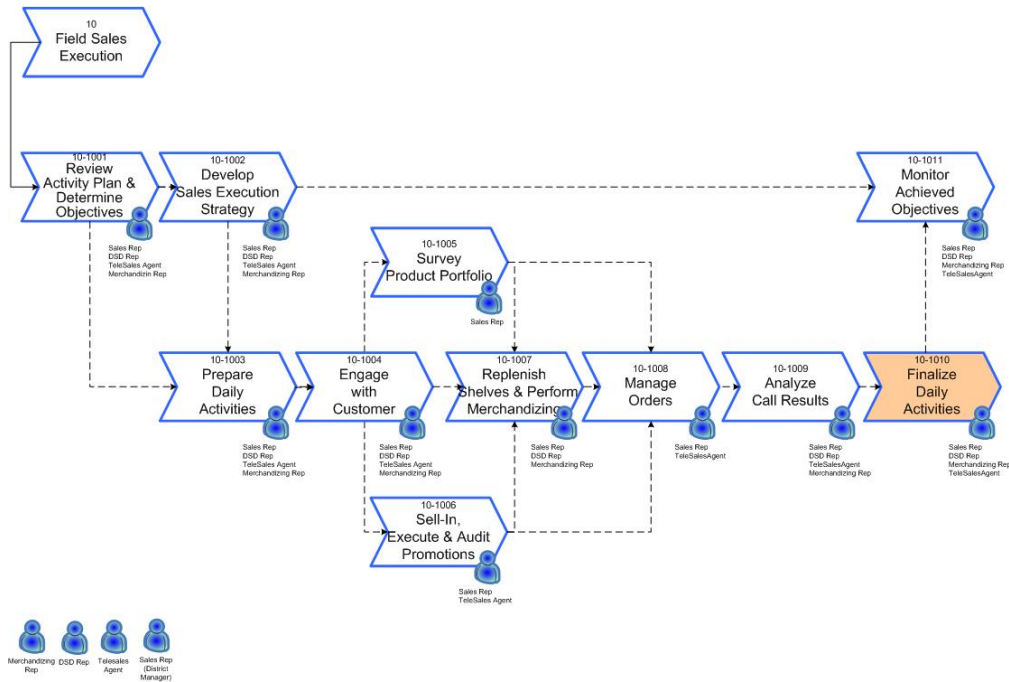
**Middle Screenshot (10:43):** Shows the 'Agenda' screen for '\*Kroger Store #201' at 'Central Ave Sw, Atlanta'. It features a grid of buttons: 'Main', 'Customer', 'Open Items', 'Store Check', 'Questions', 'Notes', and 'Closing Call'. A 'Next' button is at the bottom right.

**Bottom Screenshot (10:46):** Shows the 'Agenda' screen with a detailed summary of call metrics and a 'Complete Call' button.

Field	Value
Status	Plan
Success	Yes
Follow Up Call	02/28/08
Visit Duration	44
Captured Orders	2
Order Items	5
Total Order Value	510.29
Gross Total Value	510.29

At the bottom of this screen, there are tabs for 'Main', 'Status', 'Closing Call', and 'Other', and 'Previous' and 'Next' navigation buttons.

# Finalize Daily Activities



# Finalize Daily Activities

## Create Daily Report

- Review Daily Activities & Objectives
- Daily Report (Vehicle, Travel, Expenses, etc..)

## End of Day Activities

- Reconcile Cash Float & Inventories

The image displays three overlapping screenshots of the CPWerx software interface, which is used for managing daily activities and reports.

**Top Screenshot (Stocktaking):** Shows a table for stocktaking with columns for Product, T, and Qty. The data includes Empower Cola Big, Empower Cherry, Empower Cherry Big, and Empower Lemon, all with a quantity of 0.

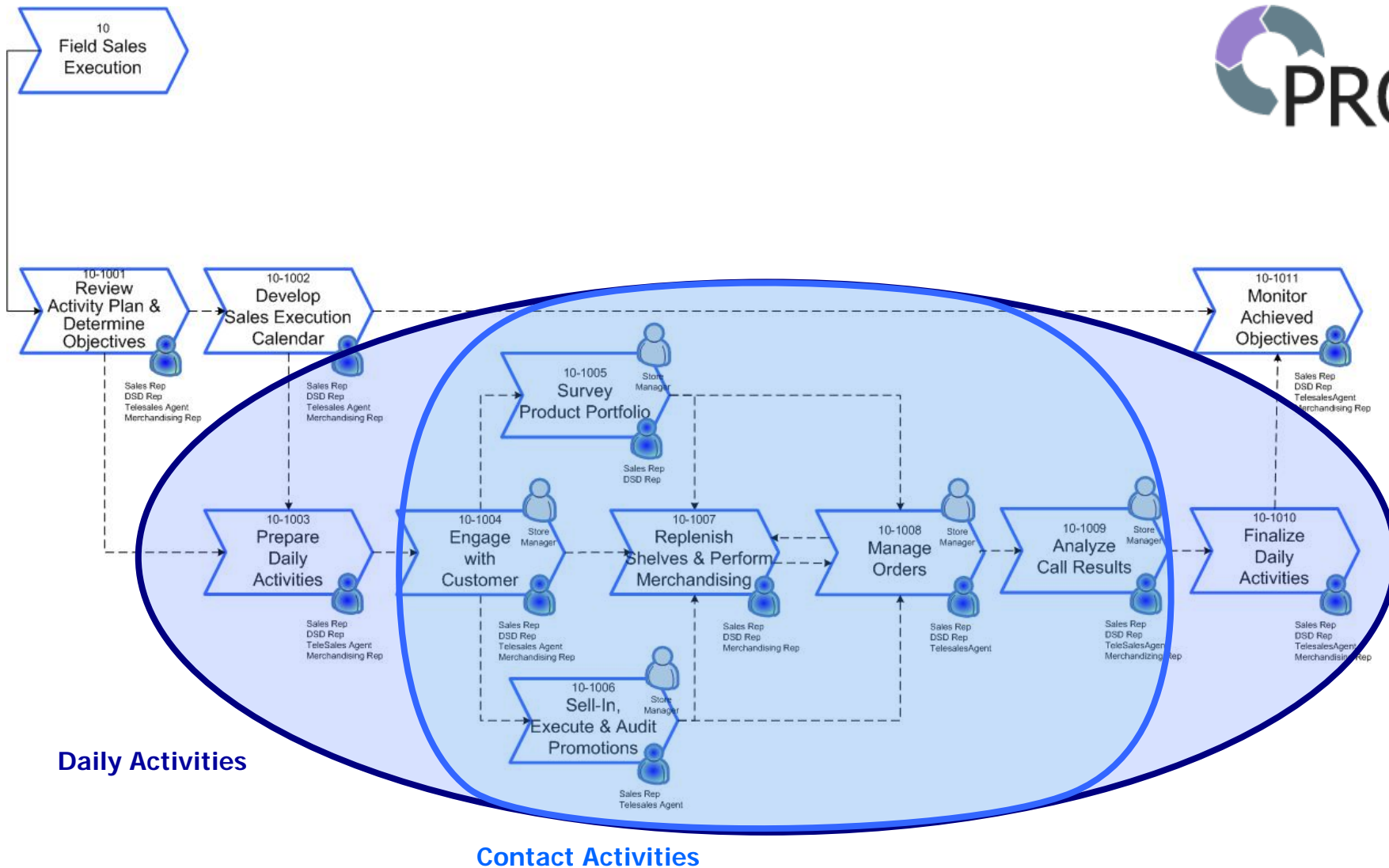
**Middle Screenshot (Daily Report):** Shows a daily report for Kroger Store #201. It includes fields for # Calls (2), Call Duration (00:51), Working Time (08:45), Travel Time (09:30), and Mileage (185).

**Bottom Screenshot (Daily Report):** Shows a daily report for Kroger Store #201 for the date 01/29/08. It includes fields for Trip Start/End (08:00 to 17:00), Work Start/End (08:00 to 17:00), License No. (KL - X 99), Mil. Dep. (73,490), Mil. Arr. (073,771), and Priv. (0).

**Right Screenshot (Daily Report):** Shows a daily report for Kroger Store #201 with a summary of orders. It includes fields for Orders (3), Order Value (Gross) (281.18), Order Value (Net) (242.40), Return Order Value (Gross) (-12.73), Return Order Value (Net) (-12.73), Cash Balance - Cash (1,284.00), and Cash Balance - Check.



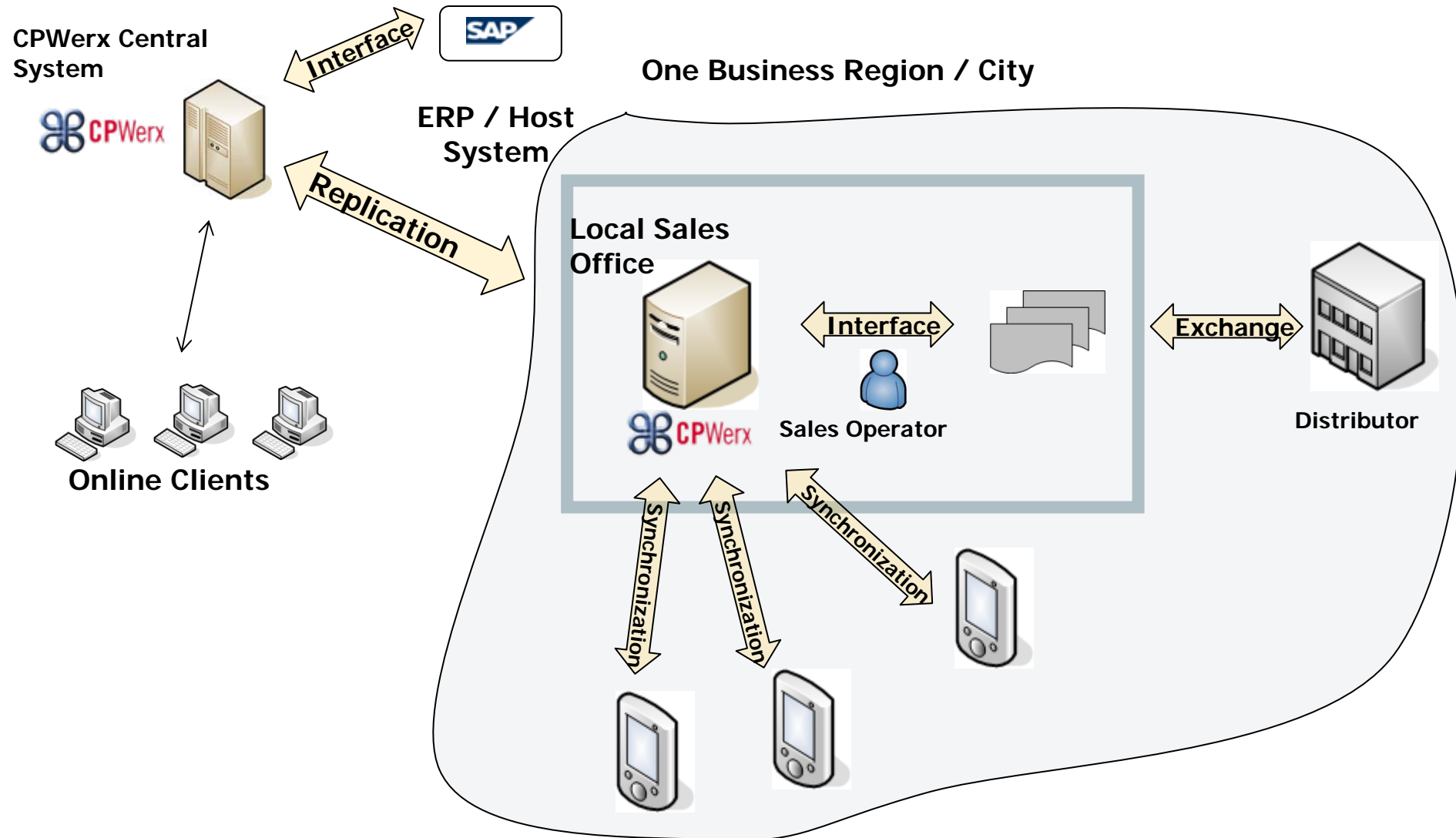
# Pro<sup>2</sup> Enterprise Process – Field Sales Execution





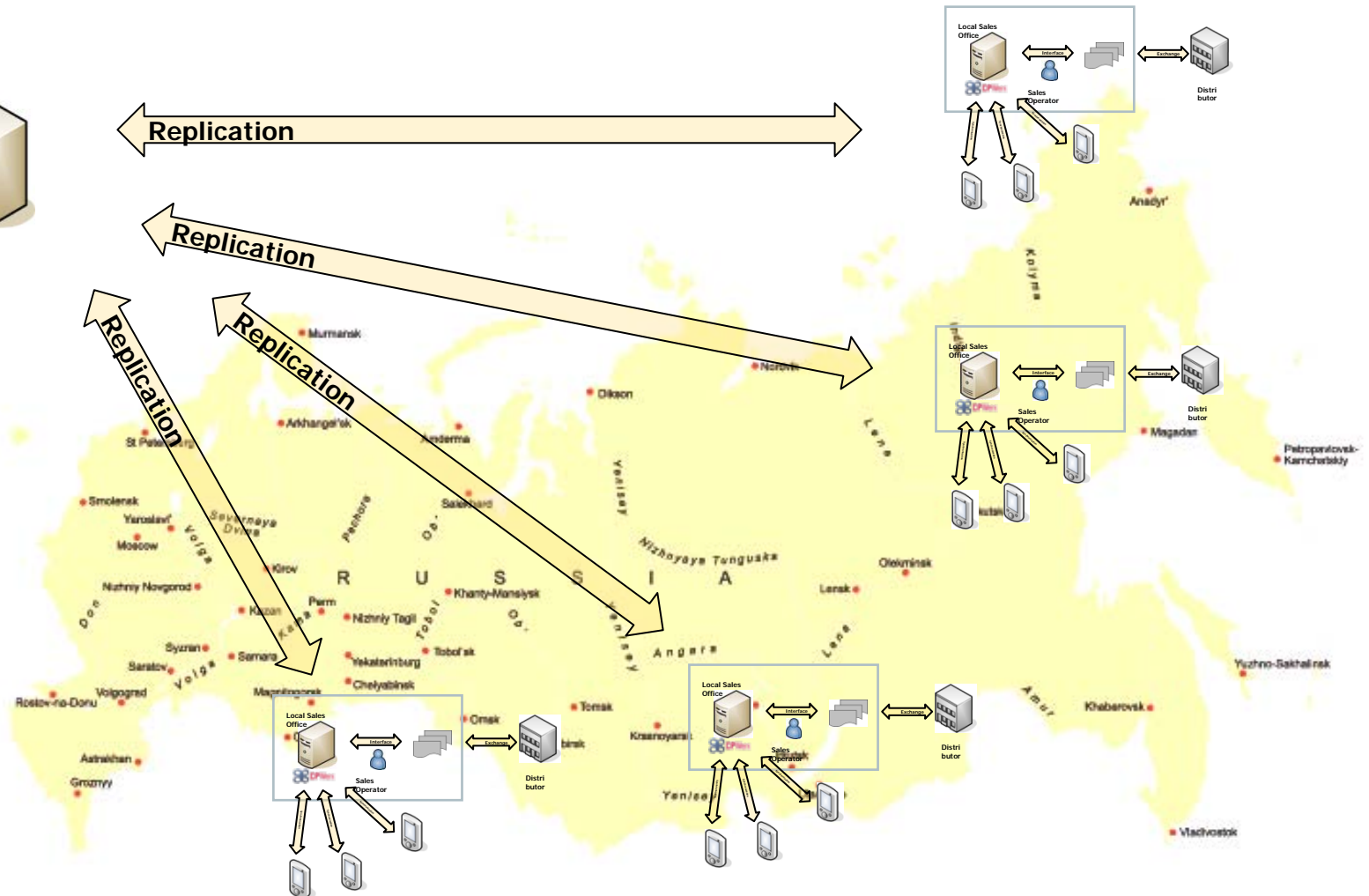
# Decentralized Infrastructure:

## A Unique Differentiator for CAS



# Decentralized Approach: Example

CPWerx Central System



# CAS Product Innovation Framework

**DRAFT - WIP**

## Potential Benefit

