



Secondary Displays

Success Story* #9 Summary:

Secondary Displays Increase Market Share And Sales:

Results

- **17,150 displayers total were blitzed with temporary promotion**
- **All 1,450 stores were serviced for the promotion**
- **Market share increased from 59.9% to 62.3% for the customer, the first share increase in three years (4% increase)**
- **Sales increased by 3% as a result of the promotion**

In 2005, a temporary battery display promotion was done with one of the country's largest consumer products goods companies. A blitz was done with 15,000 rolling battery displays, 1,450 photo battery displays and 700 rechargeable battery sidekicks. Normally, only the top 200 stores received battery service by the customer, but for this project, all 1,450 stores received service. REPS organization of tasks, attention to detail and strong selling skills enabled the promotion to increase market share from 59.9% to 62.3% with a sales increase of 3%. This promotion gave the company its first market share increase in three years and developed a strong foundation for increased success in the future.

*** Please Note:** Percentages and dollars are approximations of estimated benefits for illustration purposes only. Each client situation is unique and this is not intended as a guarantee of a specific outcome. Company names, names of individuals, financial and other details may have been changed in order to protect client confidentiality. Please contact us for details and a client contact for verification prior to making a decision based on success story information. **For more information, contact Tom Ingram at 972-394-5736 or tom.ingram@handleman.com**