



### GET CLOSER TO YOUR RETAILER'S CUSTOMERS

by incorporating the Voice of the Customer when selecting and pricing new products.

## REDUCE UNPLANNED VENDOR ALLOWANCES

by more accurately forecasting product demand, AUR price and margin for each item.

### GROW YOUR COMMITMENTS

by arming your sales team with customerdriven insight into how your products compare to your competitors'.



# Arm your Sales Team with Customer-Driven Insights





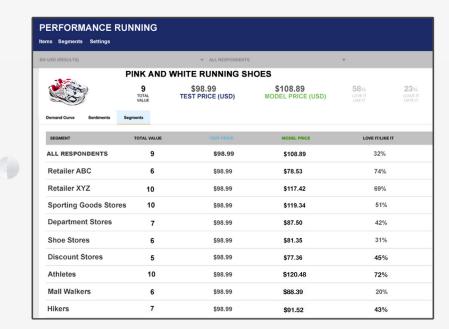


**Invite** customers to evaluate upcoming collections through branded online engagements.

**Identify** item preferences for each retailer's customers.

**Build** your recommended assortment.

Item Summary Reports help you understand how specific products—including your competitors'—will perform in each retailer, retail class, and buyer segment so that you can build optimal assortments.



#### **Summer 2016 Collection**

Assortment Recommendations / Retailer ABC

ITEM			VALUE SCORE	LINE COST	AUR FORECAST	SUGGESTED USE
&	Starlight	Silver	10	\$23.50	\$54.95	HIGH/LOW
		Bronze	8	\$23.50	\$52.89	HIGH/LOW
		Chocolate	7	\$23.50	\$51.62	HIGH/LOW
R	Serenade	Shell	10	\$23.50	\$61.51	40% off Black Friday
		Silver	8	\$23.50	\$59.32	40% off Black Friday
R.	Haven	Black	8	\$26.50	\$62.24	Exclusive
		Gold	8	\$26.50	\$59.32	Exclusive
	Twilight	Teal	8	\$28.50	\$68.88	Margin Mover
		Silver	8	\$28.50	\$67.50	Margin Mover
		Black	7	\$28.50	\$67.21	Margin Mover
D	Swing	Black	8	\$18.00	\$69.99	50% off 7/12/16
		Pewter	8	\$18.00	\$69.99	50% off 7/12/16
		Bronze	7	\$18.00	\$67.50	50% off 7/12/16

Standard and Custom Line Sheets enable you to confidently recommend the products that will resonate the most with each retailer's customers.