

# SALES EXECUTIVE

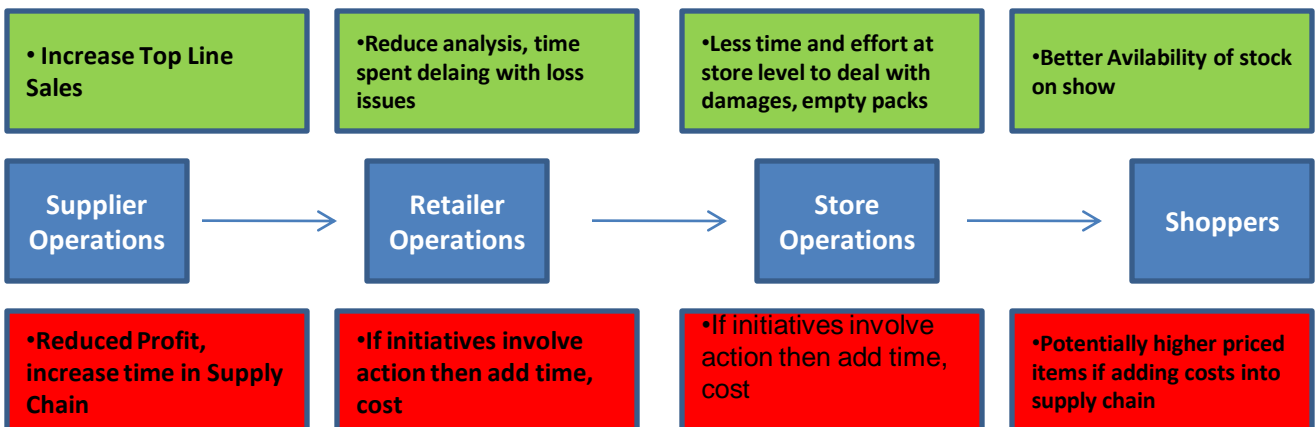
How does Shrinkage and Loss Prevention impact me in my role?

Profitability (Sales/ Retailer level)	Growth	Shopper Satisfaction – Loyalty and Image	Profitability (Wider business)
Claims from retailers for loss of sales/ profit due to loss directly reduces the net sales, increases costs and reduces profitability. Impacts Shopper satisfaction by product being taken off show. Decreases Sales and profits.	New Products are often the primary driver of sales growth. Any overriding loss concerns can affect success of launches, ie, not to be ranged. Focus needs to on “sell More, lose less”. Follow the ECR process to help grow sales and reduce shrink. Think about the “10 step process”.	Shopper frustration with product not being on show can lead to negative feedback or action by the retailer, ie, deletion, etc and impact on the retailer and brand equity.	Engage you functional team as any decision impacts multiple functions. Engage finance to help you understand the return on investment. Any decisions regarding packaging changes/ supply chain, etc have a wide reaching effect beyond the sales function.

What actions can I take in my role to assist loss prevention?

<b>Map &amp; Measure</b>	Gather detailed Loss information , map and measure specific Loss data and breakdown data to identify top issues first
<b>Compare</b>	Compare Loss discussion/ issues either locally and internationally to see if there are commonalities. Also look across categories for insights, and within your own organisation.
<b>Consider</b>	Impact on all parties (shopper / retailer / supplier) and wider business of any decisions made regarding action/ inaction, and also category position in store, ie, high risk = high visibility. Be mindful of margin/cost structures which may take into account shrinkage/ loss.
<b>Discuss</b>	Internally retailer concerns with high loss items/ categories. Also discuss with retailers their experiences with other suppliers/ categories and use the ECR road map framework.
<b>Trial</b>	Based on understanding or scope and cause of issues, look to work on trials that can be mapped and measured and then process can start again, ie. to compare, consider, discuss results, costs, etc use the ECR roadmap and share and reapply.

What are the potential impacts of my decisions on Shrinkage throughout the value chain? (Good and Bad)



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**Details:**

<b>Name:</b>	
<b>Title:</b>	
<b>Category:</b>	
<b>Year:</b>	

***Specific responsibilities regarding Shrinkage Management within role:***

<b>Shrinkage Issue</b>	<b>Personal Responsibility</b>

***Priority shrinkage challenges and action plan for year ahead:***

<b>Priority Challenges</b>	<b>Action Plans</b>	<b>Target / Goal</b>