

Alloy for Sales

Take control of opportunities and risks



Overview

Alloy for Sales is a POS and inventory analytics solution for consumer goods sales teams.

Our solution provides **real-time alerting and insights to support decisions** across your sales team by analyzing retail POS, e-commerce, inventory, orders, shipments, forecasts and plans. Alloy integrates with partner and internal systems like retailer portals and EDI feeds, mapping and translating data in real time so that your teams take the right actions for your business every day.

Today	With Alloy
<p>Slow to identify and respond to risks and opportunities:</p> <ul style="list-style-type: none"> Necessary adjustments during product launches are missed due to lack of data No consistent means to identify and fix out-of-stocks or unproductive retailer inventory Marketing ROI suffers due to insufficient testing 	<p>Empower your sales, marketing and operations teams to make the right adjustments in pursuit of your revenue targets</p>
<p>Limited value-add to retail partnerships:</p> <ul style="list-style-type: none"> Account managers don't have the insights they need to get attention from buyers Buyers rarely take recommendations from account managers because they aren't supported by data Failure to meet retailer expectations for a data-driven partnership 	<p>Deliver consistent insights to your retail buyers, focusing more on strategic collaboration and less on negotiation</p>
<p>Inflexible reporting gets in the way of data-driven decision-making:</p> <ul style="list-style-type: none"> Inadequate visibility into promotional performance, sales and inventory trends for specific SKUs, stores and regions Sales leadership often doesn't know which reps, regions, SKUs or retailers need their time and attention Account managers don't have the time to clean and analyze data manually 	<p>Everyone from executives to analysts has the context they need to make better decisions for their segment of your business</p>

Benefits

Protect and grow your market share: Know where you have opportunities and risks and make sure that your sales, marketing and supply chain teams work together to take the right actions

Forge stronger partnerships than your competition: Get attention, build trust and drive action from your retail partners by providing account managers with the insights they need every day

Grow distribution with your accounts: More engaged and trusting buyers are more likely to help you gain shelf space, sell more new products and increase your store count

Prevent lost sales and drive incremental revenue: Proactively drive increased orders to capture opportunities, avoiding lost sales due to out-of-stocks or phantom inventory

Invest dollars more wisely: Test and measure all of your sales and marketing investments so you can cut bad investments and double down on what's working

“When we come to the table with data and information, it helps us build rapport and build credibility.”

eero

Nick Weaver | CEO

Use Cases



Executive Sales Management

Challenge

Sales leaders don't always know where to focus their time to drive the most impact

How Alloy Helps

Alloy alerts sales executives to the reps, categories and partners that need their attention so they can effectively coach their team where it's needed most



Buyer insights and line reviews

Modern retail buyers prioritize their most data-driven sellers, but most salespeople don't have the time or tools to consistently find demand insights

Alloy provides your salespeople with a steady stream of alert-driven insights into inventory and sales trends, empowering account managers to share data that drives action from buyers



Test and learn

Consumer brands rarely test and measure their sales and marketing investments because A/B testing POS and inventory impacts is so manual and time consuming

Alloy allows users to easily set up a guided A/B test in real time. Measure and understand the impacts of: promotions, end-caps, in-store events, regional advertising, weather events, COVID outbreaks, and more



Collaborative fulfillment

Retailers can't prioritize everyone's inventory, and automated replenishment algorithms often fail to detect and rectify inventory problems

Alloy alerts you to when and where you have too much or too little inventory, quantifying the impact so you can persuade partners of the right adjustments

Why Alloy

Built for consumer goods sales teams: Navigate uneven demand more smoothly with a solution tailor-made to your use cases, including built-in best practices and retailer-specific capabilities

A single source of truth: Align every member of your teams around a current view of demand and inventory across your distribution network

Integrate, map and translate your data: The Alloy Data Platform automatically unifies and transforms your data, so your team can focus on what matters

Speed to insight: Empower your team to quickly find and prioritize opportunities and risks, working with your buyers to respond in real time

Flexibility: Enable anyone to easily hone in on any segment of your business by geography, partner, SKU and/or category to swiftly identify and evaluate risks and opportunities

Features

- Retailer-specific metrics
- Guided test & learn using real-time data
- Retailer forecast versioning (know when your partners change their forecasts!)
- Flexible dashboards
- Configurable alerts and proactive recommendations
- Email integration (share insights internally and with partners)
- Use case driven templates
- Automatically updated data
- Unlimited user seats

To learn more, schedule a demo at alloy.ai/contact.