



About Us

You know the craft beer market is exploding with new brews and new businesses — you've seen it firsthand. But now, you are concerned about expanding on that early success. storeFlix gives you control over your wild and exciting future as you scale your business and strengthen your brand.

At storeFlix, we believe visual insight is essential to business. **That's why we help our clients see their brands in the real world.** With our innovative software, sales leaders can develop more cohesive processes to effectively scale their sales efforts.

We provide a visual retail management platform to instantly see, share, and optimize in-market conditions, and we have designed a service specifically for craft beer. With an intuitive design, storeFlix makes it easy to capture pictures, videos, audio, audit data, and verbatim comments with mobile devices. Collaboration tools provide rich visual insights that are easily shared to keep eyes on your business, improve store-level execution, and drive market share.



**Real brand insight and real results —
in real time.
In store for you with storeFlix.**

Case Study:

<http://insights.storeflix.com/craft-beer-case-study>



Introduction

We know your brand is going to grow; the tide is rising in craft beer, so all the boats will rise along with it. However, with new breweries opening every day, there's simply a finite amount of space on shelves and on taps. For brewers that are too big to stay hyper-local and too small to compete nationally, it's all about their ability to scale: the bigger a brewery gets, the lower the cost per ounce of beer — and the increased ease of distribution.

*So how do you focus on growth but also implement and execute an effective sales strategy?
And how can you do so without straying from what makes your brand unique?*

There are four aspects of your sales operations that enable you to win:



This guide will help you manage your craft beer sales process by outlining four areas that can make or break a sales VP's success. In addition, it will provide a framework for growth — by understanding how capturing the right visual insights with forward-looking sales tools and tactics helps you strategically plan for the future of your brand, you'll realize the limitations of looking to past data for answers.

1 Leveraging Your Relationship With Wholesalers

Craft brewers often have a family relationship with wholesalers; they love the wholesaler, but sometimes they don't like them! They rely on them ...

This old adage holds very true for any sales VP: "You can't manage what you can't measure." Craft brewers often have a healthy tension with wholesalers; while they rely on them to successfully distribute beer, it can be challenging to manage the relationship, especially when those wholesalers represent a variety of brands. **Fighting for your brand's fair share of time takes field sales agents a lot of work, and it's nearly impossible to quantify the engagement without the right sales tools.**



If you have access to all the data that your field representatives collect as they visit bars, restaurants, and grocery stores where your beer is sold, you can coach your sales agents on leveraging that data to appeal to wholesalers.

The reality is while wholesalers are responsible for building relationships with retailers and selling their portfolio of brands, **they rely heavily on the brands they sell for support**, especially in a competitive craft beer marketplace. Distributors count on brands to create hype and awareness, but they also want brands to work alongside them in

the marketplace. If your field staff can use data to facilitate more mutually beneficial relationships with wholesalers, then they're sure to get your brand's "fair share" of wholesalers' time.

Why is getting this time so important?

Authentically building and representing your brand begins on premise. Sales leaders can benefit greatly from having a way to constantly check in with field sales staff to ensure their brand is not only getting space in on-premise locations, but is also standing out and conveying a unique message amongst its competitors. Having access to real-time information - whether a brew is on draft or not, whether it's being advertised, whether it can be easily seen by customers, and whether bartenders or other staff members know the brew — can provide rich insights to communicate to wholesalers if your brand isn't being effectively represented. It also helps optimize sales in on-premise locations, not to mention build a nice reputation for your brews.

Off premise, store displays and inventory counts also help improve store-level execution and drive market share.

Comparing how one store displays your beer with a different display at another store can give you valuable insight into what types of display arrangements and placements are most likely to encourage sales. With that information, sales agents can be sure to communicate their preferences

to wholesalers so your brand can be fairly represented in the market.

Craft brewers today are encountering distribution channels that cannot effectively handle so much competition in the marketplace — **and many craft brewers believe that wholesalers can't give enough mindshare to their brand.** However, once you have data-backed leverage to strengthen relationships with wholesalers, you can reach out to them when it's time to make decisions about opportune on- and off-premise locations to sell your product.

Say, for example, your brand is about to release your limited edition autumn beer in the market. While the demand for your beer may be 10,000 cases, your brewery can only make 1,000. **How do you determine where to send your cases?** Your decision to allocate your scarce new product could be made easier if you had insights into which locations would most authentically display and advertise your beer. So, if your field reps have collected significant visuals such as pictures and videos of the various on-premise locations you could choose from, you could base your decision not on data of past sales success, but on the location's ability to give your new brew a great face to put with the name. And, you can work with wholesalers to get your product in those preferred locations.

When sales leaders make decisions based on real-time visual data, they're not only more in control of where and how their brand is represented, but can **build stronger relationships with wholesalers** — making both of you more revenue.

2

Managing an Effective Field Sales Team

Creating a field sales team is a natural progression for successful craft breweries. When most brands begin, they probably don't have a field sales team — just a couple of brand evangelists trying to get their product on shelves and in local bars. But as breweries begin to grow, it becomes apparent that sales can't be a disconnected effort, especially since it can be hard to manage field representatives as they stay busy in such a competitive landscape.

Here are three keys to effectively managing your field sales team to foster brand growth in the market:

1. Give your team easy-to-use tools to drive success.

While consistent on- and off-premise sales are dependent upon the talent, skill, and rapport your sales managers and field agents have with wholesalers in their territory, **quantifiable data and visual insight allows your team to develop a cohesive strategy.**

The right tool enables information to flow between sales agents and sales leadership to help VPs make smarter decisions on overall strategy throughout their sales team.

With multiple data points — pictures, videos, audio, audit data, verbatim comments — you have the advantage of monitoring visual merchandising plans. With a real-time system, you can evaluate and put a plan in motion immediately in order to capitalize on new developments and mitigate undesirable situations both on premise and off premise.

Having real-time data on how products are being displayed, distributed, or served, and how those factors affect your overall sales metrics and success, helps you make more agile decisions — and more sales.

Without the capability to collect/analyze real-time visual insights in the field, not only do sales representatives spend their valuable time writing reports after the fact (instead of talking to prospects or preparing for important client interactions), **but upper management receives the information too late to make impactful adjustments or decisions.**

As a sales leader, you want and need a constant holistic view of your products in the field to better organize sales efforts within your team, to empower your team to have more clear communication with wholesalers, and to make effective decisions about how to scale your sales process for continued growth.

You've made the investment to build a field sales force; it's time to arm them with capabilities that increase their ability to succeed so your brand can reach its growth potential.

2. Provide a road map for new hires.

During a time of growth, a unified sales team and a clear operations model helps to boost both sales and brand awareness. Your new sales reps need extra direction and guidance, and mobile tools should give them a playbook to authentically represent your brand. **Not only guiding them, but closing the loop when they collect information for the business – giving managers the ability to coach when they aren't riding-along.** Real-time information – especially with pictures, video and integrated survey data – give managers insight into what the new rep is seeing and helps managers engage in more meaningful conversations with their new reps. In many instances, brand authenticity is a visual exercise – so managers need to help reps by seeing what they see for the best coaching to occur.

Often, especially with more boots on the ground, there is a missing link with data collection. The data is fragmented, not geo-tagged, and not unified around brand goals.

Time must be spent building a complete picture of your brand — and it's never as robust as it could be. You need the ability to be everywhere and see everything so you can find sales opportunities others may miss. Without the ability to capitalize on those opportunities, your brand's overall growth could be hindered.

Providing consistent, effective sales coaching to your field sales team depends on a holistic and up-to-date view of your sales. When it comes time to add new representatives to your sales force, heightened communication not only holds sales agents accountable, but also lets management interact with them immediately to facilitate real improvement. Without it, **you cannot make agile decisions**, such as quickly identifying opportunities, tracking real progress, and driving results.

3. Spend less time managing information, and more time strategizing and training.

You can benefit greatly from having access to a real-time stream of activity as information is generated while your sales agents are collecting data in the field. **Plus, you should always know what your representatives are working on in the moment, not what they worked on in the prior week or month.** And the same goes for information and training sent to sales agents. They should have access to relevant, up-to-date data so every member of the team understands the operations model and how to communicate with wholesalers about both their brand and their product.

Instead of receiving scattered data from field reps with attached images of your beer being displayed at grocery stores, or random pieces of data about how your draft beer has been selling at bars in various markets, imagine the growth potential with all of that information collected and aggregated in one place — and the ease of use for yourself and your team.



Having Control Over the Authenticity of Your Brand

Having control over the destiny of your brand and creating a memorable name in the booming craft beer market is the ultimate goal for many craft beer sales VPs. The question is, do you have the tools you need to get you there?

That's where visual insight comes in: It's essential to see where your craft beer is actually sold.

Multimedia information such as photos, videos, survey data, and verbatim comments — all geo-tagged by retail location and important details — allows for a comprehensive view of how your brews are being represented in the actual marketplace.

Real-time field insights help you execute consistent, effective, on-brand sales strategies. **Seeing your brand's facings, displays, and SKU data helps you better understand what works to drive the sale.**

Why? You know your brand and your market — and you are able to see things others miss. And when it comes to your competitors, you can benefit from comparing their performance to how they display their products and represent their brand in on- and off-premise locations. If their marketing is boosting sales performance in certain locations, your field agents can report their performance versus yours, and you can tweak your strategy to match what's working for them.

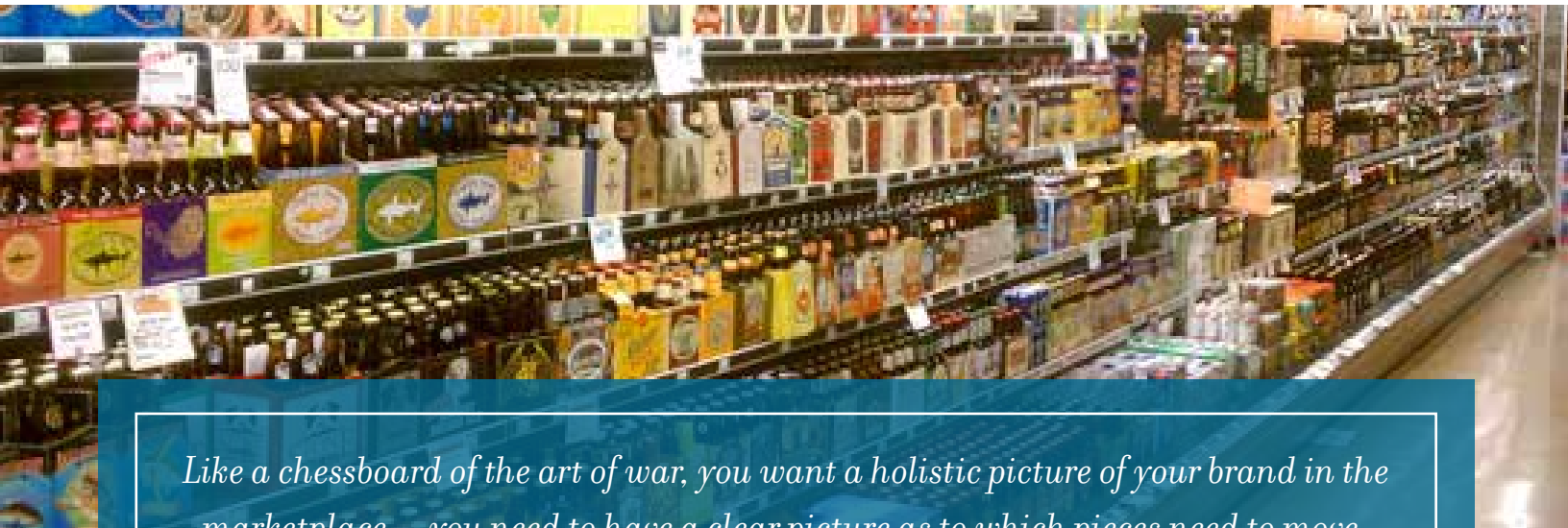
With a comprehensive understanding of the marketplace — **and how your brand is represented and marketed compared to other craft**

breweries — you are able to offer both qualitative and quantitative data when communicating with wholesalers. In turn, you are able to get more product on shelves and in the hands of consumers. Plus, you're able to ensure compliance with company-wide visual display plans and help your field agents improve your brand's overall identity in the marketplace.

A tool that aggregates real-time visual insights shows upper management, your field team, and wholesalers the collective impact of your sales efforts in bars, restaurants, and stores. With survey data, photos, videos, and even comments readily available, you have actionable data that helps you accurately forecast to streamline your internal operations to scale, strategically collaborate with wholesalers, and know where to apply your time to be an effective sales leader.

4

You Need Insights into the Future to Capture Your Fair Share in the Booming Craft Beer Market



Like a chessboard of the art of war, you want a holistic picture of your brand in the marketplace — you need to have a clear picture as to which pieces need to move, and when. Although your legacy sales process may work, the craft beer market is becoming ever-more competitive, and the cost of not changing could outweigh the cost of implementing new strategies and tactics into your brand's sales process.

You have your field sales team on foot reaching out to wholesalers, but are they being effective?

Imagine if you could not only see what your staff sees but also aggregate visual data from every location where your product is sold to come up with the necessary, effective marketing strategies that lead to increased sales for your craft beer brand.

What would it mean for your sales team to have real-time visibility into the market, easily navigable collective data, and heightened communication to help sell your product more effectively and efficiently? Upward growth.

As the craft beer market expands, you need to help your brand stand out from the competition — and

Big Beer. Having an effective sales process that authentically represents your brand to wholesalers is of the utmost importance in helping you increase your market share. **Measuring your craft beer brand's success by how many cases you move out of your warehouse isn't enough when you want to scale.**

Yes, you need to know where those cases are going — you can get this information from systems like VIP — but that data only explains what happened in the past. You need insights into the future.

Craft brewers need to be careful that as the tide rises, they keep their boat in top shape so it doesn't sink in the higher water and faster current. In the end, it is the brand that is best able to manage growth that is going to not only keep up with, but surpass competitors.