



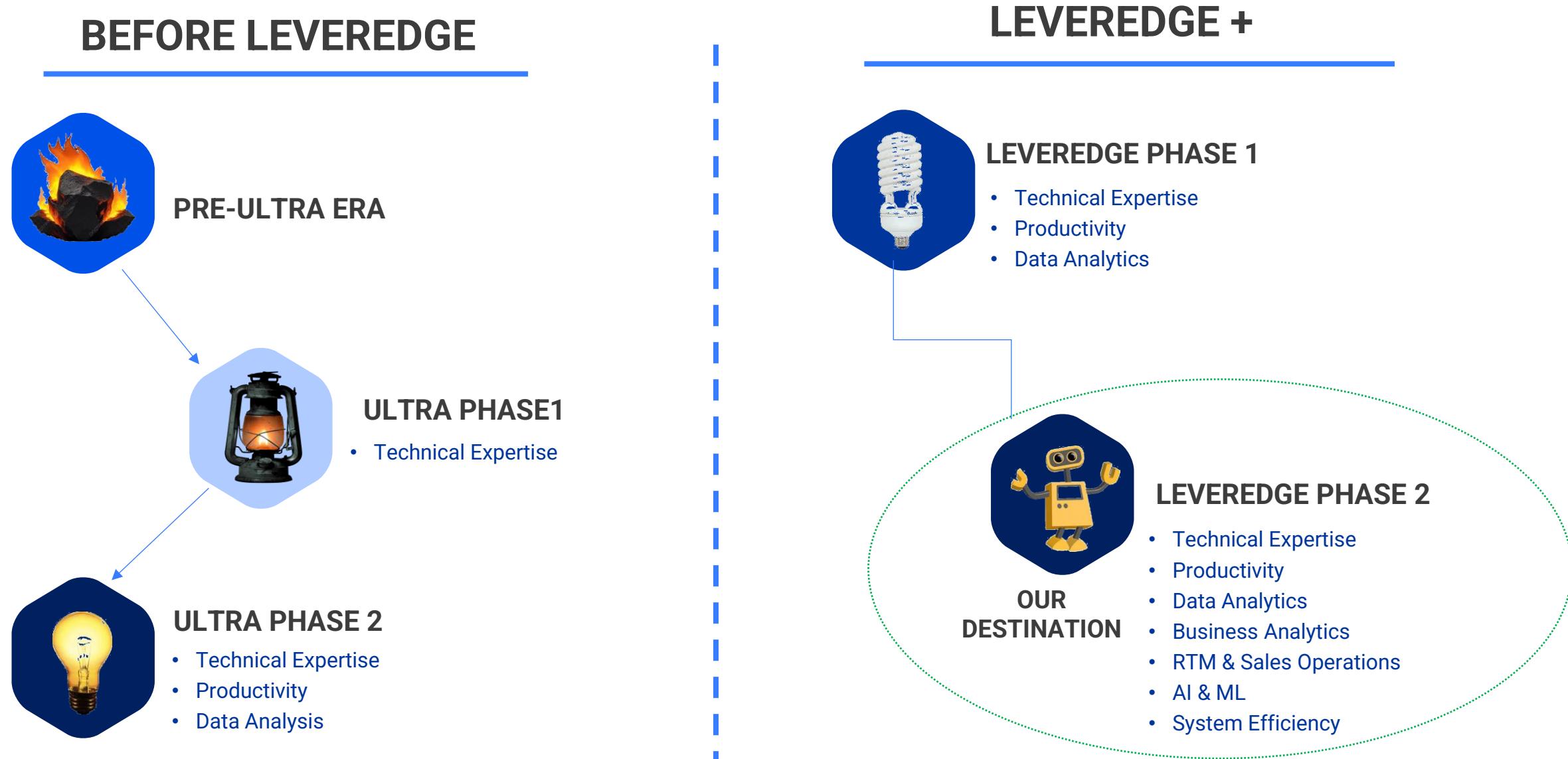
LeverEDGE Playbook

**Understanding
LeverEDGE Operations**



The Distributor Management System - Journey so far

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What is LeverEDGE?

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LeverEDGE - Coined from Unilever & E.D.G.E (Every Day Great Execution) is a one-stop solution that drives Route-to-Market (RTM) excellence for Unilever Global. It comprises of elements to drive Perfect Store (via iQ); Assortment Expansion & maximize outlet sales. It also helps integrate outlet information with intelligence to drive improved control from Unilever via the Distributors with a capability to unlock and optimize cost of operations and increase profitability via the improved logistics modules available.

The LeverEDGE system is a powerful platform that acts as

1. The globally accepted Distributor management system for all Unilever Distributors
2. Decision support system for one-stop insights to help improved decision making.
3. Primary source of internal data for all strategic business planning, information analytics, and process management.

BASIC BENEFITS

- Less out of stock at outlet
- Better service to outlets
- Less wastage for UL
- Stock Efficiency at distributor & UL
- Better productivity of distributor & salesman
- Better coverage
- Minimize information losses during changeovers



LeverEDGE: The Road Map



Currently we are sustaining the momentum of our CD Sales fundamentals by driving all LeverEDGE input KPIs to ensure greater output.

UNDERSTANDING THE CONCEPT AND THE DESTINATION

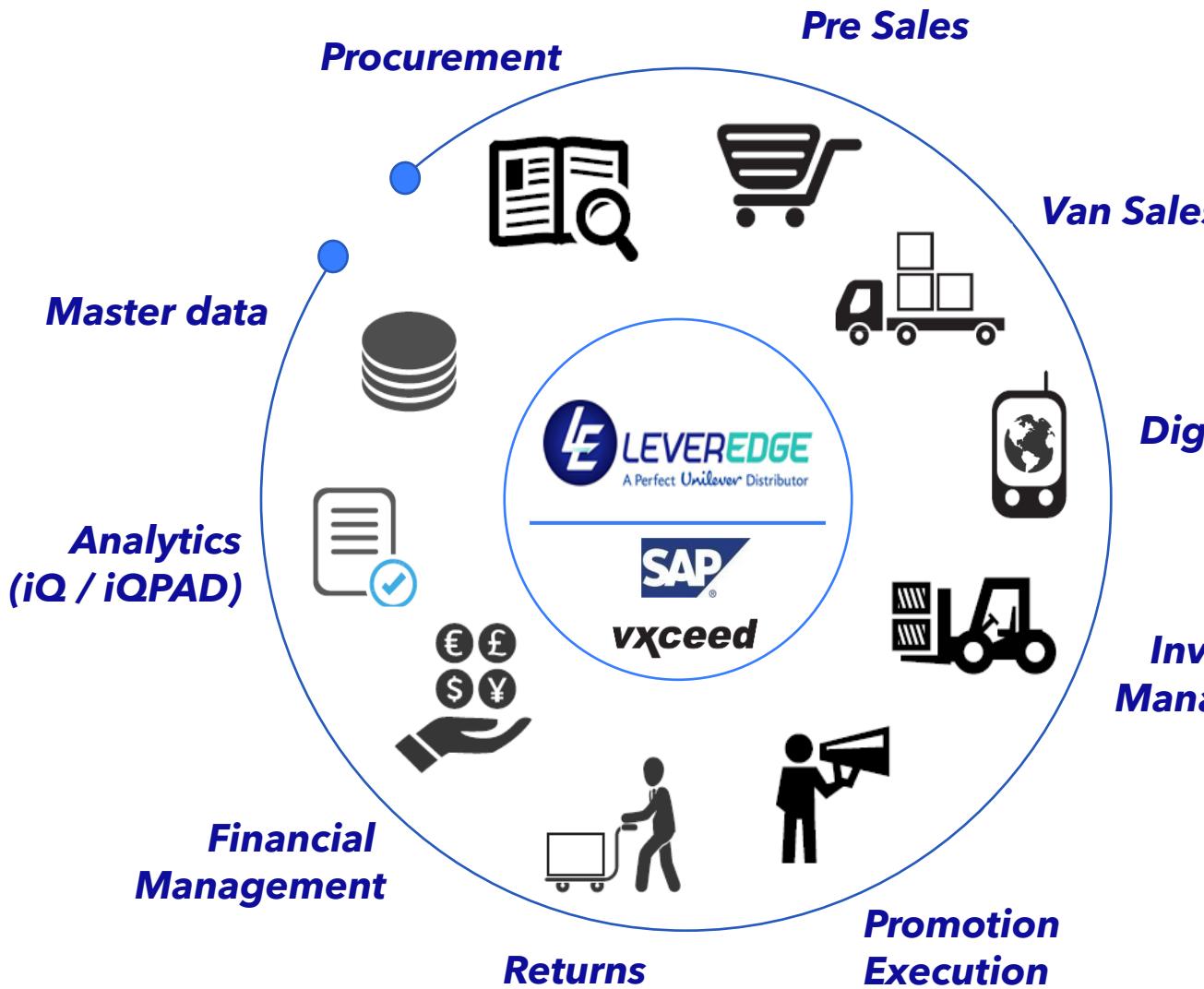


LeverEDGE Solution – Combination of Best Practice around the world



LeverEDGE Solution Cycle

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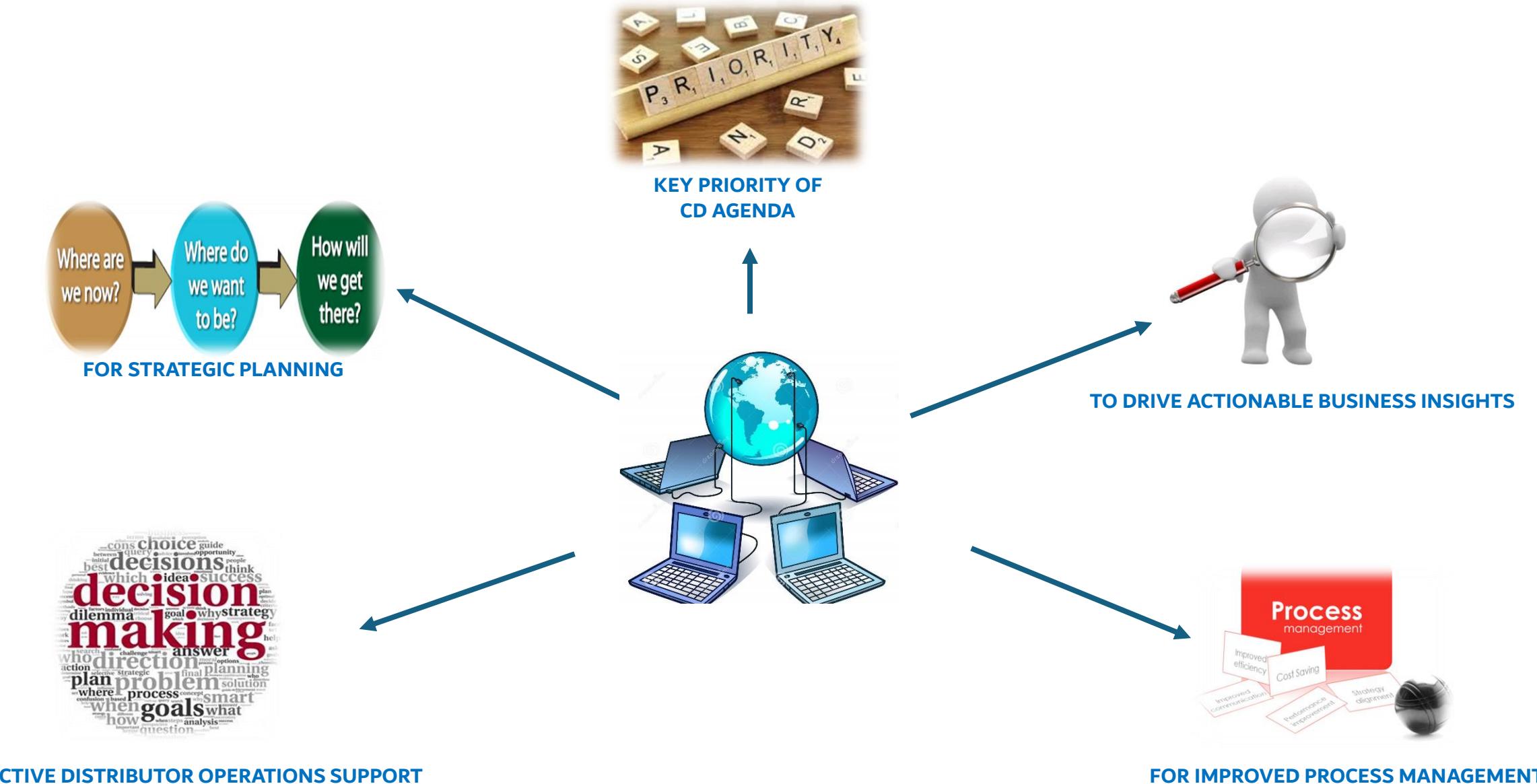


Various LeverEDGE options



- Thailand
- South Africa
- Vietnam
- Philippines
- Nigeria
- Ghana
- Indonesia
- Singapore
- Sri-Lanka
- Kenya
- Pakistan
- Australia

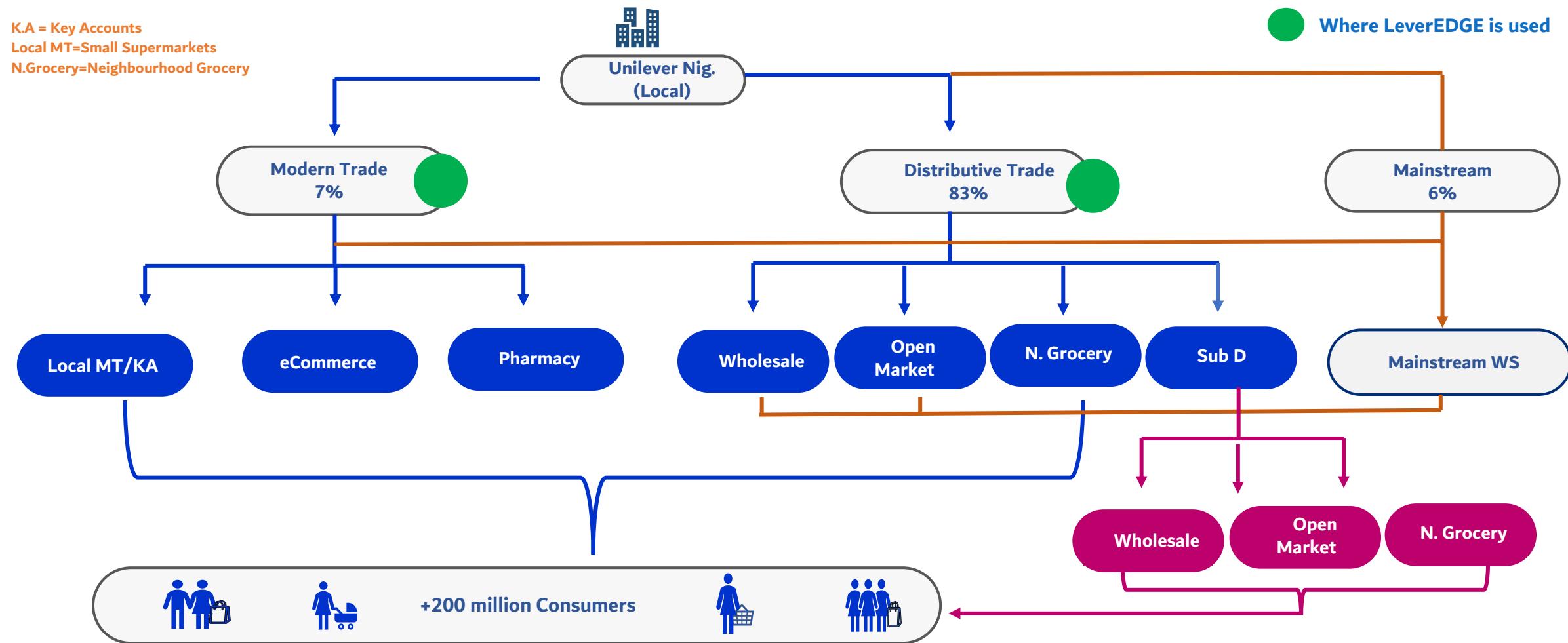
Why LeverEDGE is a Unilever POWER-HOUSE?



LeverEDGE: As key Priority of CD agenda

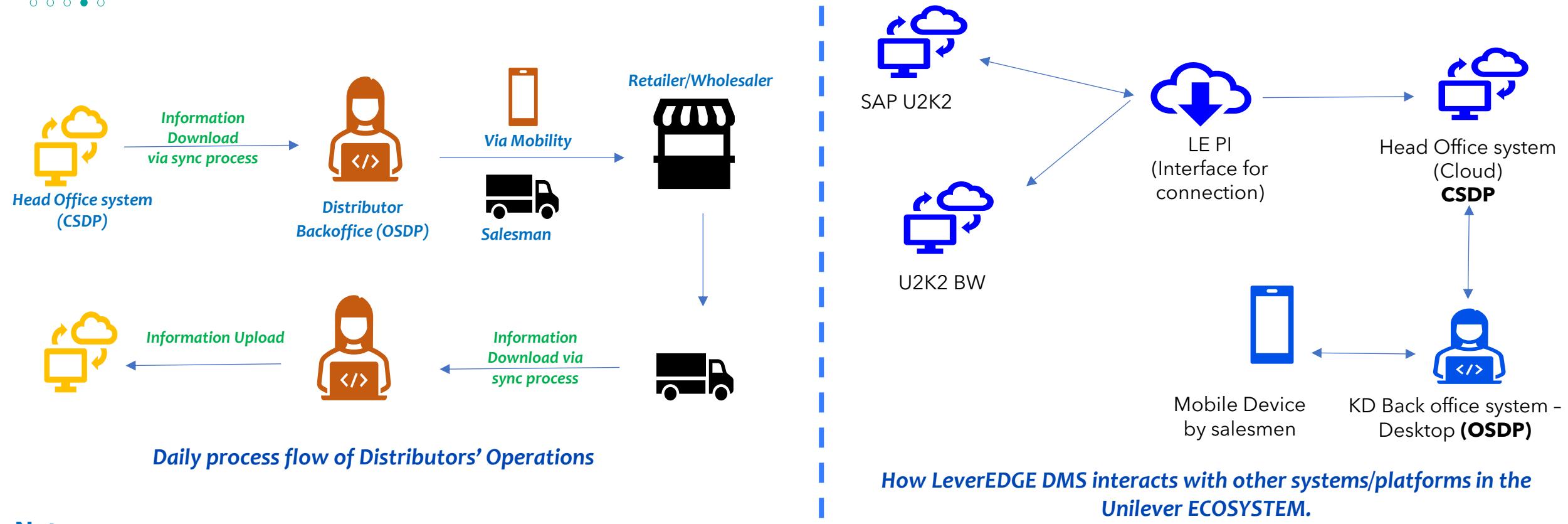
○ ○ ○ ● ○

100% of our GT KDs & MT operations run on LeverEDGE DMS.



LeverEDGE Systems Interactions

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Note:

LeverEDGE Systems operations at KDs are managed by DTOs (Distributive Trade Operators) & System support supervisors (called Implementers), all reporting into a country CD IT Lead.

LeverEDGE Infrastructure

- **Desktop/Laptop** – for synchronization of data between KD & HO
- **Mobile Device** – used by the salesmen for sales operations in the market. This synchronizes with the system in the KD
- Data Card, Printer & Scanner.

LeverEDGE: As a tool to Drive Business Insights

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INFORMATION ENTRY/
REPORT EXTRACTION
FOR SPECIFIC USERS



REPORT EXTRACTION
FOR SPECIFIC USERS



REPORT EXTRACTION
OSDP (BACK OFFICE)
CSDP (HEAD OFFICE)
CENTRAL REPORTS



FOR REPORTS
DOWNLOAD &
UPLOAD
FOR SPECIFIC USERS



FOR VIEWING AND
DOWNLOADING OF
INFORMATION
FOR SPECIFIC
USERS



FOR VIEWING AND
DOWNLOADING OF
INFORMATION
FOR SPECIFIC
USERS

Data Analytics

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WHERE WE ARE COMING FROM

- Too many Excel Reports
- No standard format across all regions.
- Lots of man hours invested in pulling the reports

WHERE WE ARE TODAY

- Time Expressions
- Visual + Analytics
- More insightful analytics
- Identify trend and patterns
- Answer Why & How....
- Proper Q&A (Using ML)
- Data culture in CD

OUR DESTINATION

Intelligent Reporting with an **“All in one”** Report software in form of website with full use of AI & ML

Various Analytics Tools we are leveraging



Power BI



Why we use Data



Faster business decisions
backed by facts.



Performance issues detection
for action-taking.



A deeper understanding
of customer requirements.



Potential risk awareness
and prevention.



Better business financial
performance understanding.



Costs reduction and profit
increase.

Intuition Driven Decision Making



Data Driven Decision Making



With the exponential growth of data, organizations are consistently looking for the best possible ways to capitalize on it to drive business decisions. Regardless of size, sector, or type, every company is trying to have a data strategy for competitive advantage

COMMON MYTHS ABOUT DATA

I AM NOT
THE MIS!

THIS IS GOING
TO WASTE MY
TIME!

I DON'T KNOW
EXCEL

I KNOW MY SPACE
VERY WELL



Things that can help you build your Data Driven acumen



Keep asking why

You can never get lost by asking why



Do your personal research

Your discovery is a big win no matter how small



Negotiate timelines

Helps relieve pressure



Learn new skills

The world is dynamic.

Skills to Learn

As data continues to transform the way countless industries operate, there's been a huge increase in demand for people who have the analytical chops to make the most of it.



01

CRITICAL
THINKING

02

VISUALIZATION

03

PRESENTATION
SKILLS

04

DATA EXTRACTION

ARTIFICIAL
INTELLIGENCE

LeverEDGE: As a tool for Process Management

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Unilever

CUSTOMER
DEVELOPMENT

Controls & Governance





- Right Way
- Right Approach

LeverEDGE
AUDIT
November 15th - December 10th, 2021

AUDIT WILL COVER THE FOLLOWING:

- Outlet & Geo Code validation
- Sales Return & Stock Return validation
- PJP & KDSR validation
- LeverEDGE Process validation
- Username & Password validation

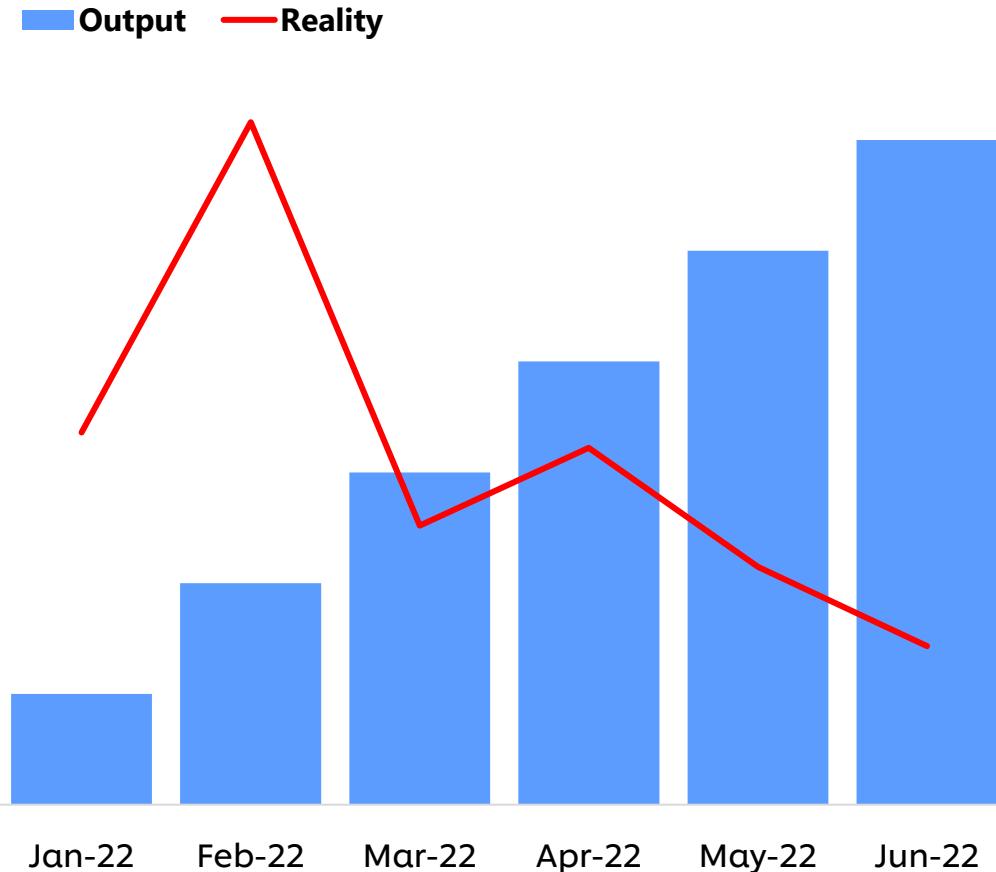




**Key Emphasis on
Data Governance**

What happens when you tamper with Data

Business performance is not properly evaluated



Subsequent Decisions taken do not lead to **WINNING** in the marketplace

Oh no,
Another
Bad
Decision



Plans to mitigate against tampering with Data

1

CREATE A SPEAK-UP CULTURE
TO DRIVE OWNERSHIP



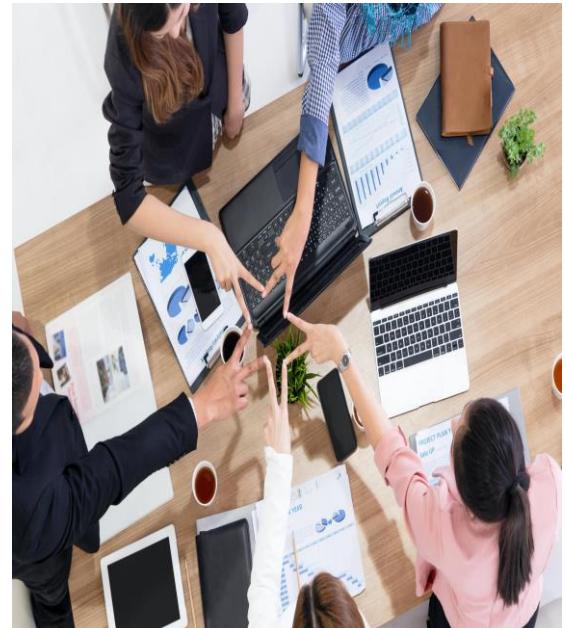
2

CREATE VISIBILITY VIA
VARIOUS REPORTS



3

REGULAR REVIEWS AT
REGIONAL LEVEL



4

DRIVE SFI COMPUTATION VIA
SPECIFIC GUARDRAILS



Tips to drive effective Process Management

- KDSRs MUST have a working PJP (Both on a physical copy and on the System -Excel & on Leveredge)
- KDSRs MUST have working Mobility (Mobile Data, Location Icon always on, Battery charged & Power Bank provided)
- FSMs/Implementers MUST ensure all Start of the Month checks are done and escalations made where necessary.
- FSMs MUST understand each DSR route setup (Make use of Xnapp Locate to view KDSR movement in trade)
- All Back office reports MUST be cleared by FSM before it goes out to avoid mix-up
- Implementers to ensure stock Hygiene checks DT systems and work with DTOs/FSMs to clean-up
- LeverEDGE training is not negotiable for New KDSRs. DTOs/Implementers to ensure this happens.

LeverEDGE: As a tool for Effective Distributor/ System Support

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RTM



CD-IT



Supporting KDs' Operations is primarily done via Capability building



Team Building

Forming a Winning Team

Maintain right Discipline

On-Ground Coaching

1

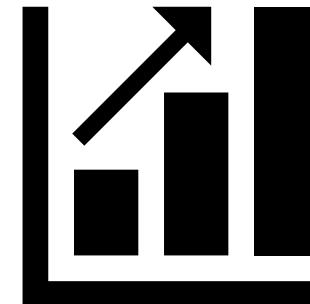
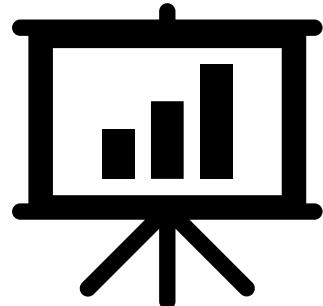
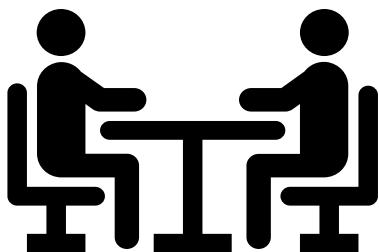
VIA ACCOMPANIMENT

2

VIA SKILL IMPROVEMENT

3

VIA REVIEW



Important KPIs that are being reviewed.

Field Execution Efficiency

PJP Compliance

Measures how salesmen visit stores in their respective routes.

Outlet Time

Measures of how many minutes a salesman spends in an outlet

Route Discipline

Geo Matching

Measures if outlets visited match the coordinates given by the salesmen at point of enrollment.

FCS

A measure of Bill Productivity, Lines Per call and Effective Coverage

Quality of Coverage

Sales based on AI & ML

Red Lines

list of SKUs that have high probability of being OOS at the given outlet.

Ever Billed

Are products (SKUs) that sell regularly in an outlet

Maintain MH SKUs

NPD

New products which suit the outlet type

Width Pack

System recommended packs in outlets where substitute or alternative SKUs are selling. (e.g. C/Up 130g & Pep 130g)

Drives New SKUs in the stores

The excellent execution of these KPIs have been key to driving Secondary Sales growth across the various territories.

Definition of some KPIs

KPIs	DEFINITION
Ever Billed	Are products (SKUs) which has been sold at least once in the last six months in an outlet.
Red Line	Redlines are the list of base-packs that have high probability of being out of stock at the given outlet. Redlines are aimed at reducing out of stock
Width Pack	Recommended pack that has high probability to sell in an outlet where substitute or alternative SKUs are selling. (eg: Omo 900g where SL 900g is selling).
NPD	New products which suit the outlet type and match with other packs that the outlet sells.
Geo Match	Geocoded outlets MUST match initial coordinates for all visits made by the KDSR
PJP Compliance	Stores visited MUST be in line with KDSR PJP (All stores MUST be visited even if the store didn't buy)
FCS	A measure of Bill Productivity, Lines Per call and Effective Coverage
Outlet Time	A measure of how many minutes a KDSR spends in an outlet (Starts from when the KDSR enters the outlet and opens a call till when he or she is done).
Assortment	Total number of unique SKUs purchased by a Store in a given period (e.g 1 Month)

Apart from the above, Every KPI is very important, hence need to be given utmost attention.

Deep Dive into some KPIs: WIDTH PACK

WIDTH PACK - A TOOL TO DRIVE INCREASED ASSORTMENTS



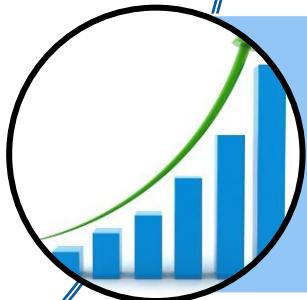
WHY WIDTH PACK?

- To drive improved distribution and increased assortments for CotC SKUs
- system publishes all SKUs for Width pack based on certain criteria



CRITERIA FOR WIDTH PACK RECOMMENDATION

- SKUs not selling in stores where same pack sizes are selling are picked out for recommendation
- A minimum target is set for the stores



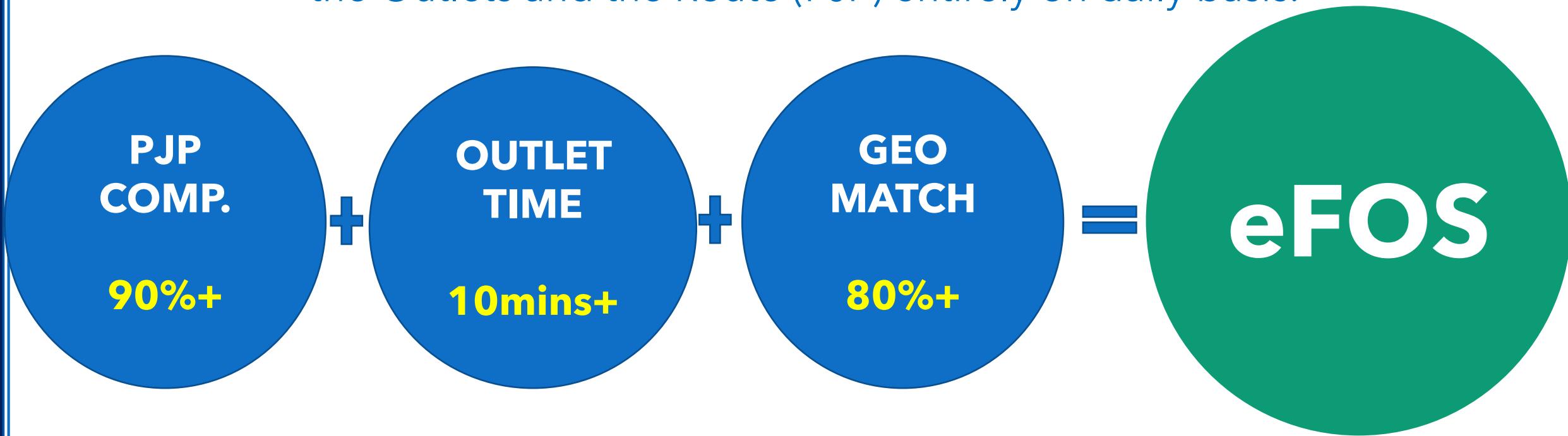
BENEFITS

- Incremental sales as stores recommended have not purchased these SKUs before
- Penetration for the SKUs is also increased, and this drives our overall COTC ECO

Deep Dive into some KPIs: eFOS

eFOS - SUSTAINING OUR QUALITY OF COVERAGE

Effective Feet On Street (EFOS) shows the behavioral discipline of the salesman at the Outlets and the Route (PJP) entirely on daily basis.



eFOS is computed DAILY, hence the need to drive it DAILY

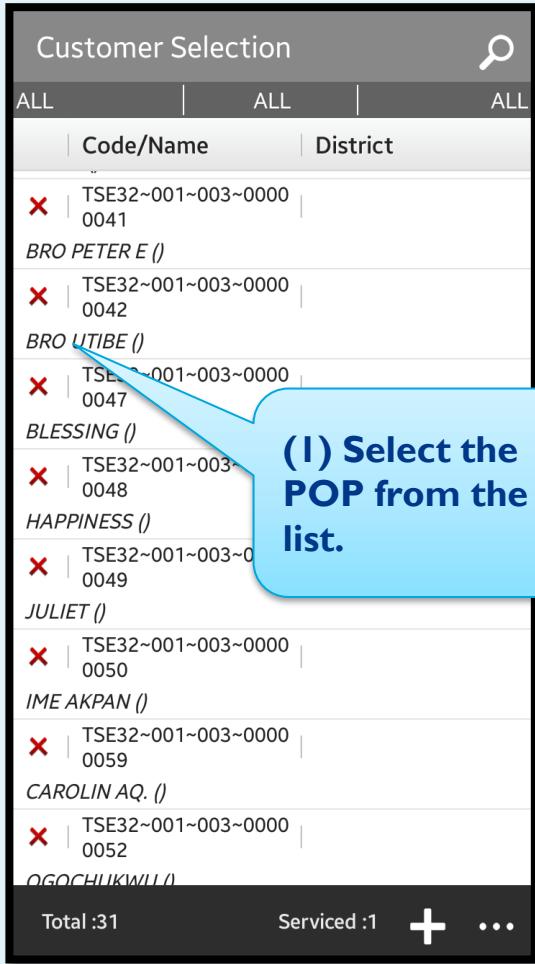
Deep Dive into some KPIs: Geo-Match



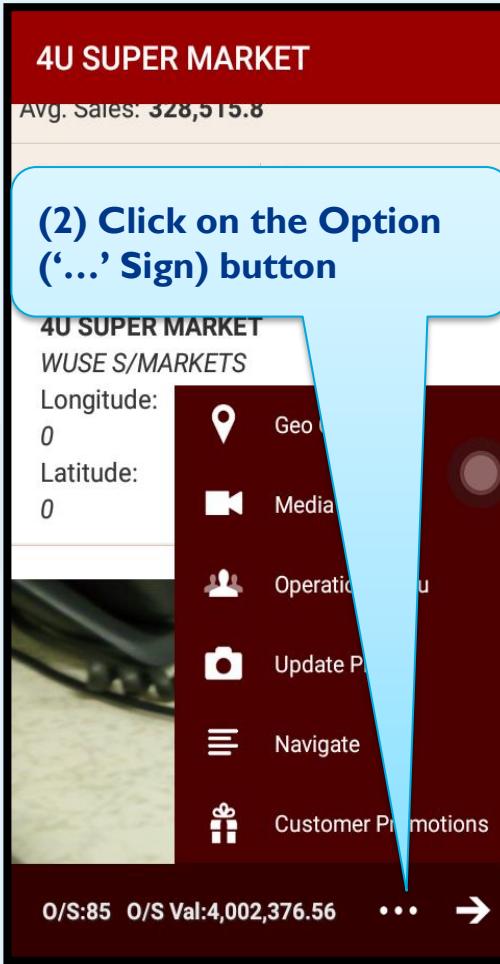
**Geo-coding is
ONCE AND
FOR ALL**

GEO MATCH CAPTURING PROCESSES

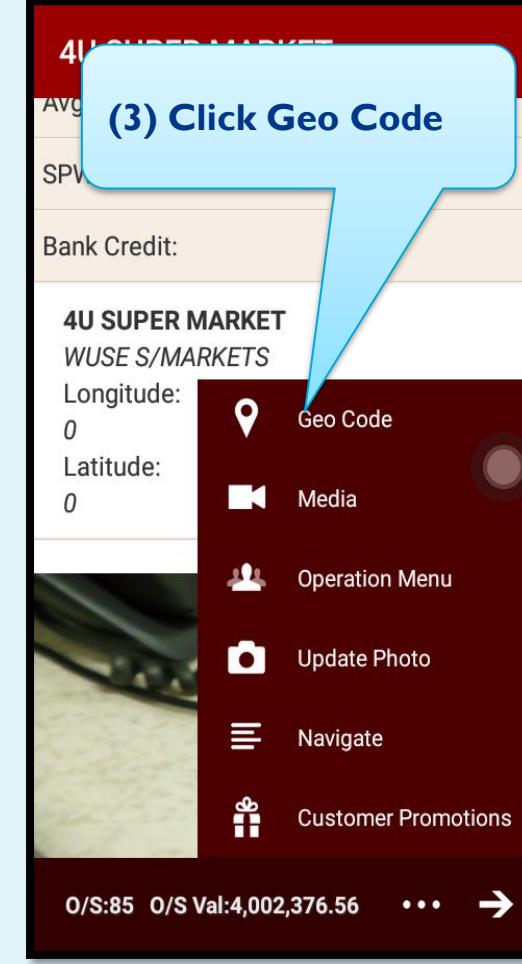
POP List



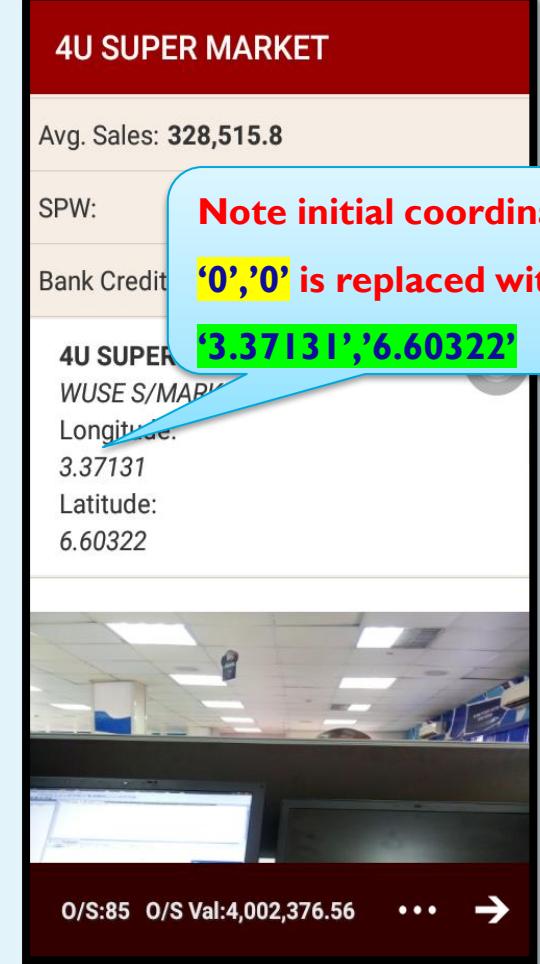
Initial Customer Page



Initial Customer Page



Initial Customer Page



Geocode will be locked automatically after this. So, apply due diligence.

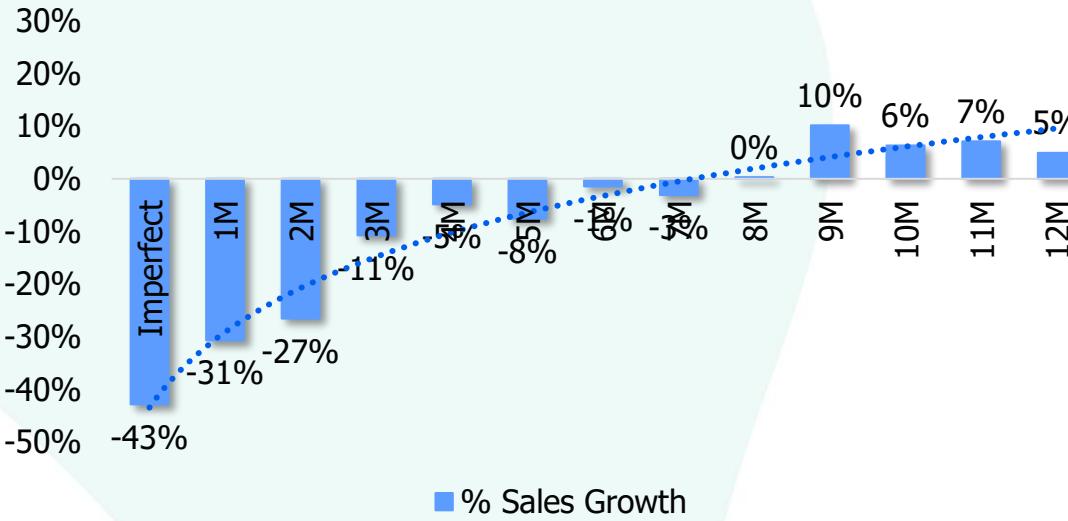


iQ Analytics – Driving Perfect Assortment Store

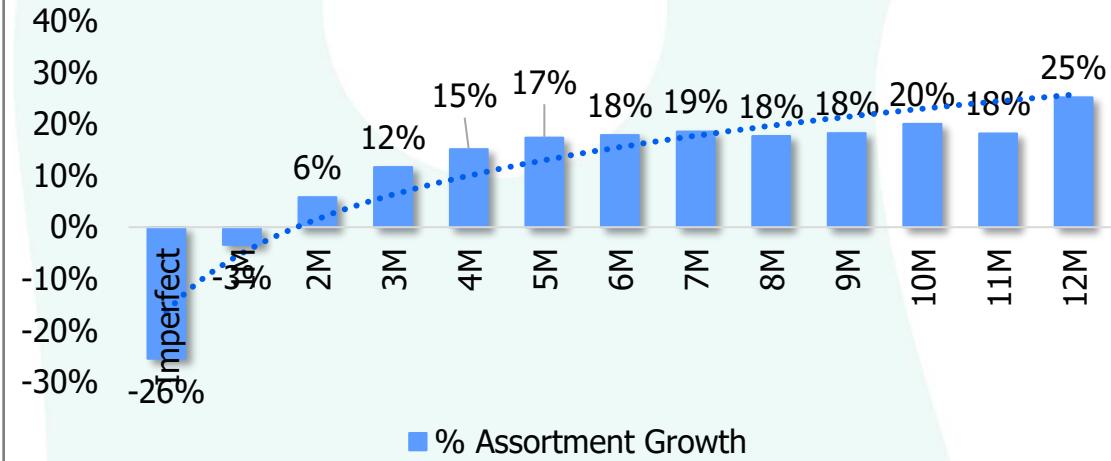


iQ is a Proven Growth Model

Consistent Perfect Stores – Sales Growth



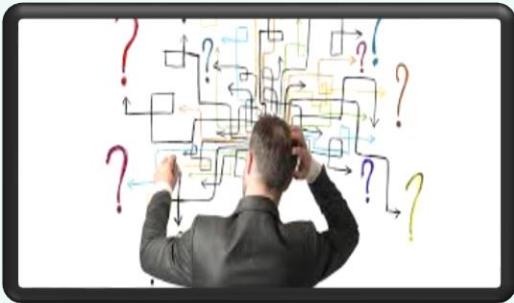
Consistent Perfect Stores – Assortment Growth



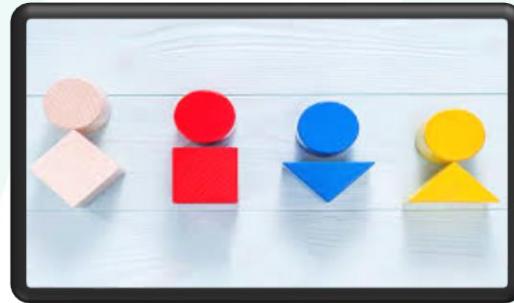
- Consistent perfect stores leads to higher sales & assortment Growth
- More the number of times an outlet iQ perfect in a year ,better are the growths

Complexities in current iQ execution

Though iQ is giving us Growth, On ground execution is a Challenge!!



Complexity in Execution



Differential KPI Usage
across Markets



Designed for Traditional RTM

Solution: Perfect Assortment Store



One Store



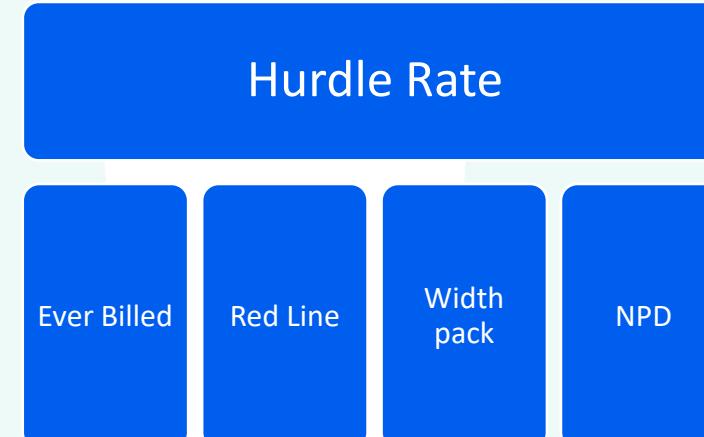
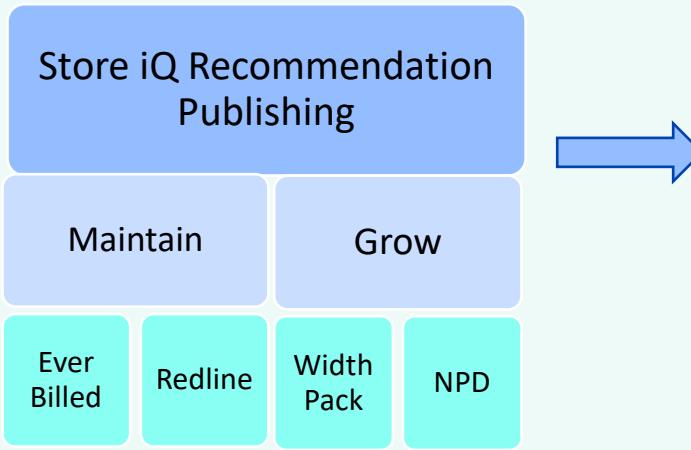
One Salesrep



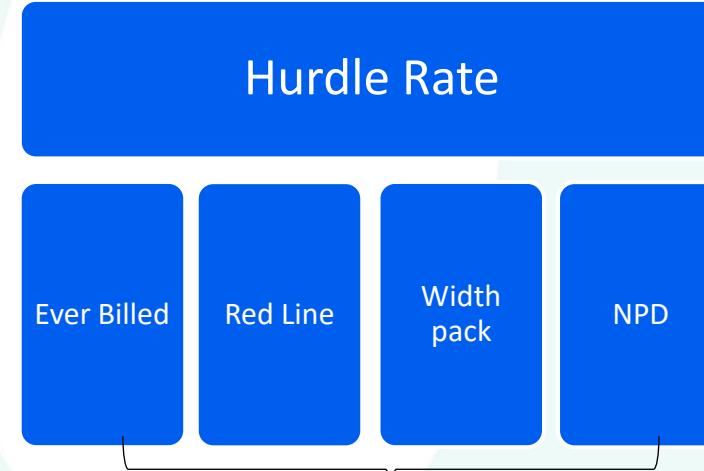
ONE Assortment Target

Perfect Assortment Store

Currently



Perfect Assortment Store



Summation

How is iQ-Assortment Store Tgt Calculated?

Assortment TGT=Sum of iQ packs published (Ever Billed + Redline + Width + NPD) * Respective Hurdle Rate

Outlet	iQ Publishing				Hurdle Rate				Assort Tgt (Publishing *Hurdle Rate)				Assort TGT
	EB	RL	WP	NPD	EB	RL	WP	NPD	EB	RL	WP	NPD	
A	20	10	10	10	50%	30%	30%	50%	10	3	3	5	21
B	40	10	6	5	60%	20%	30%	25%	24	2	2	1	29
C	60	10	6	5	55%	40%	30%	3%	33	4	2	0	39
D	100	10	6	5	75%	10%	30%	40%	75	1	2	2	80
SalesRep													169

Outlet
Level
Assort Tgt

Salesrep
Assort TGT

Salesrep Assort Tgt = Sum of Assortment Assort Tgts of each individual outlets tagged to them,

In the Above Example:

$$\begin{aligned}\text{Salesrep Tgt} &= \text{Assortment Tgt of Outlet (A+B+C+D)} \\ &= 21+29+39+80 \\ &= 169\end{aligned}$$

System to maintain flexibility to have Channel/outlet type level hurdle rates

How is iQ-Assortment store Ach?

Achievement = Sum of iQ packs achieved by billing the packs as per Suggested order Quantity for the month

- Any recommendation sold by the salesmen as per the SOQ will count towards the overall Assort ach
- No need to focus on each Individual KPI of EB,RL,WP or NPD.
- Assortment can be achieved by focussing on achieving the overall iQ Published recommendations.
- Salesmen can achieve the Assortment Tgt by achieving the Assort tgt from few or all outlets

	iQ Publishing				Assort Tgt (Publishing *Hurdle Rate)				Assort TGT	Achievement as per SOQ					Assort
Outlet	EB	RL	WP	NPD	EB	RL	WP	NPD		EB	RL	WP	NPD	Net Ach	Ach
A	20	10	10	10	10	3	3	5	21	10	0	6	5	21	Yes
B	40	10	6	5	24	2	2	1	29	29	0	0	0	29	Yes
C	60	10	6	5	33	4	2	0	39	1	0	0	0	1	No
D	100	10	6	5	75	1	2	2	80	100	10	6	5	121	Yes
SalesRep									169						172 Yes

Outlet Assort ach even though individual KPI not delivered

Individual outlet ach can be more than the TGT

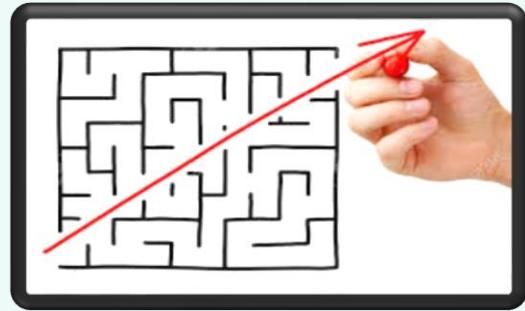
Perfect Assortment Store

- An outlet where the Assortment Tgt has been achieved will be considered as a **Perfect assortment** Outlet
- Salerep to convert a certain Assort % of outlets into **Perfect assortment** outlet

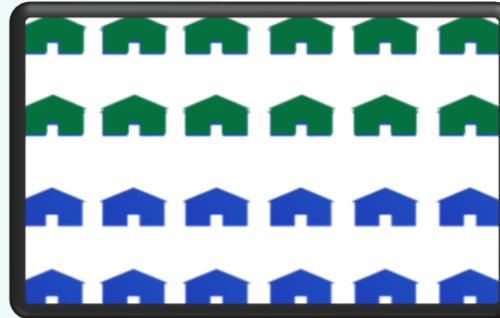
	iQ Publishing				Assort Tgt (Publishing *Hurdle Rate)				Assort TGT	Achievement as per SOQ				Assort	
Outlet	EB	RL	WP	NPD	EB	RL	WP	NPD		EB	RL	WP	NPD	Net Ach	Ach
A	20	10	10	10	10	3	3	5	21	10	0	6	5	21	Yes
B	40	10	6	5	24	2	2	1	29	29	0	0	0	29	Yes
C	60	10	6	5	33	4	2	0	39	1	0	0	0	1	No
D	100	10	6	5	75	1	2	2	80	100	10	6	5	121	Yes
SalesRep									169					172	Yes

In the above Example: Salerep Perfect Assortment = 75%

Perfect Assortment - Contd.



Single Assortment
Target* on the basis of iQ publishing for every outlet



All Salesrep to make a % of their Universe stores as iQ Compliant



Simplistic execution



B2B sales to help achieve Assortment

*Assortment Achievement to be considered if the pack is billed as per SOQ

Growing Assortment



Driving growth in CD come from the below Sources



More Stores

Reaching out to a larger number of stores to sell our products



More SKUs in each store

Selling a higher number of products in each of these stores



More Offtake of each SKUs

Aiding in greater offtake in these stores leading to repeat purchase

HOW DOES ASSORTMENT FIT INTO THE MIX?

Assortment is our best bet to drive OSA in GT as it drives the below indices



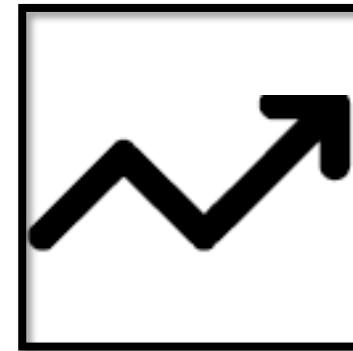
On Shelf Availability

Assortment is our best surrogate for OSA, consequently making it a measure of our distribution efficiency



Share of Shelf

The objective, therefore, of an assortment led model is to maximize OSA so that our SoS can increase



Market Share

Increase in SoS will therefore lead to increase in market share, resulting in higher levels of growth



ROLE OF ASSORTMENT

What is Assortment?



Sum of Unique basepack purchased by an outlet in a given period of time like a Month

Country

Sum of Unique basepack purchased by all individual outlets in a given period of time like a Month

Understanding Assortment Logic

Assume there are 2 outlets and 4 SKUs

Lines = SKUs purchased multiplied with frequency of purchase in a month

OL Code	SKU Code	Date
OLA	SKU 1	Jul 1
OLA	SKU 2	Jul 1
OLB	SKU 1	Jul 2
OLA	SKU 2	Jul 15
OLA	SKU 3	Jul 15
OLB	SKU 1	Jul 16
OLB	SKU 4	Jul 16

Total = 7

iQ Assortment = SKU Lines purchased meet Suggested Order in a month

OL Code	BP Code	SO	Achie ved	Time period
OLA	SKU 1	10	15 ✓	July
OLA	SKU 2	5	6 ✓	July
OLA	SKU 3	7	5	July
OLB	SKU 1	10	5	July
OLB	SKU 4	8	10 ✓	July

Total = 3

Assortment = the unique Outlet-Basepack combination

OL Code	BP Code	Time period
OLA	SKU 1	July 1
OLA	SKU 2	July 10
OLA	SKU 3	July 15
OLB	SKU 1	July 4
OLB	SKU 4	July 6

Total = 5

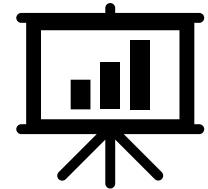
Assortment: From Compliance to Growth

“Assortment is not just sales of new pack to stores, it’s about adding right pack of relevance for the stores”

Our Approaches

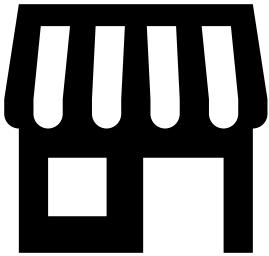


Smart Algorithm
via iQ Paramaters



Simplified Front End
procedure & usage

Pillars to drive Incremental Assortment



Adding New stores

Adding new stores into coverage will directly deliver incremental assortment



Increased FOP & Replenishment

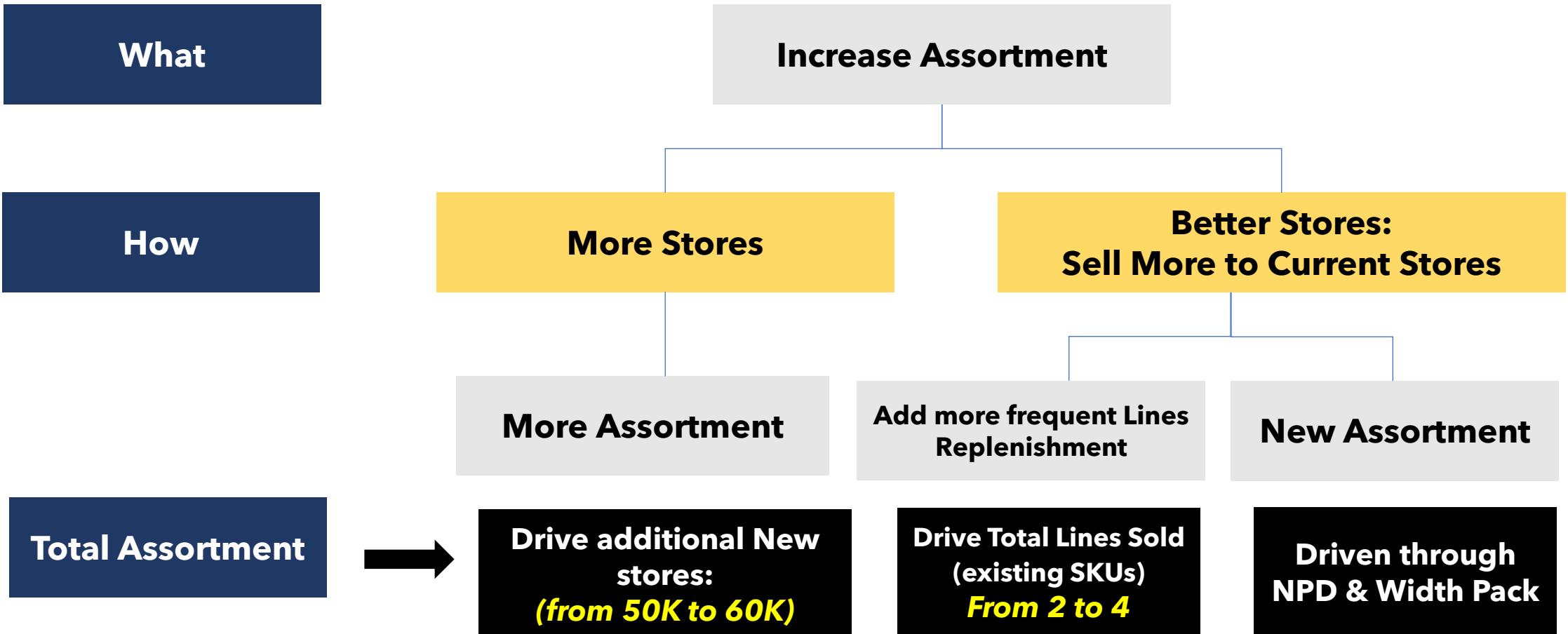
More Frequent Replenishment SKU will help in growing the assortment



Adding New SKUs

Width and NPD will help grow assortment significantly

Simple Demonstration of Assortment growth strategy

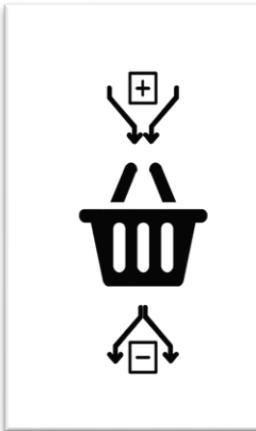
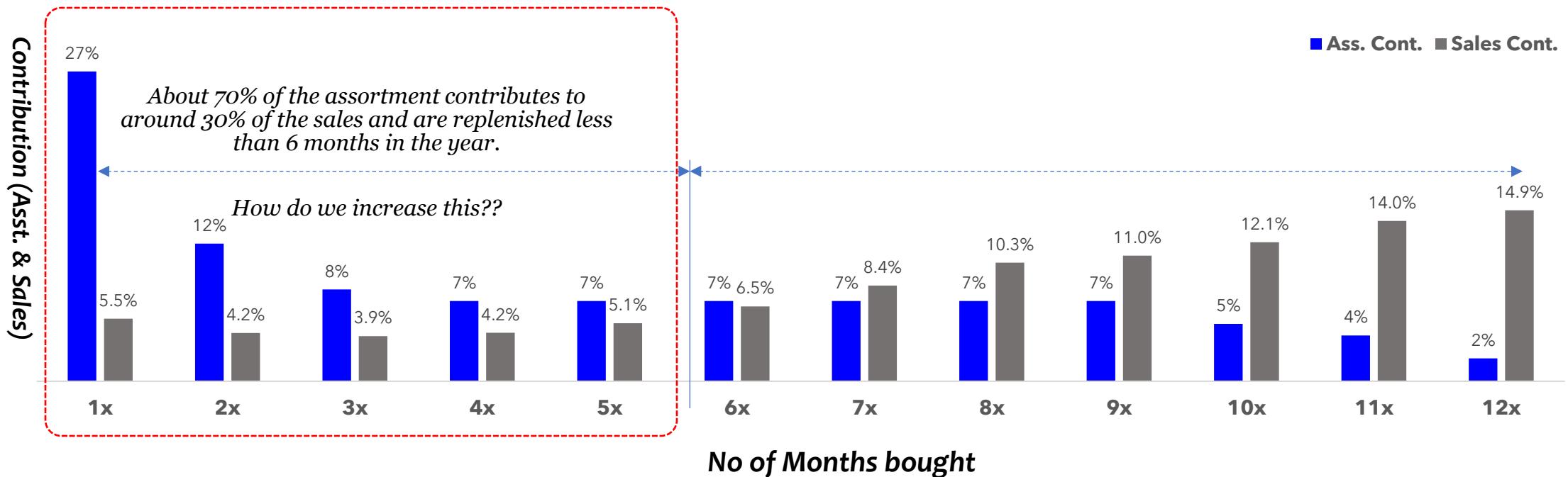


Adding More Stores - *Driven by Coverage Expansion*

- Adding new outlets will directly result in increase in assortment



Improving Frequency of Purchase - This drives volume growth



Note: Data is Nigeria Assortment analysis for Year ending 2022

Reports to give a view of some of the KPIs

Report Name	Report Description and Benefits	Comment	SOURCE
Physical Stock Report	This report shows the stock position on a particular date for the SKUs in the selected Warehouse(s).		KD BACK OFFICE
Sales Detail (Sales Analysis POP Level)	This report shows the quantities and value of sales made at POP and SKU level.		KD BACK OFFICE
Best and Worst Customer Report (Top/Bottom POPs)	This report ranks the POPs accordingly on the basis of Net Sales Value.		KD BACK OFFICE
Outlet List (POP Counting)	This report shows the count and list of POPs/ Outlets with respect to the Outlet Types, Ranks of POPs and Channels etc.	This can be used to know how many of your POPs are having wrong channel.	KD BACK OFFICE
DSR Statement DM-SS	This report shows the complete statement of the DSRs day wise Net Sales and also includes collection details and credit payments.	This report takes a long time to populate, The frequency of the request should be well considered	KD BACK OFFICE
Brand / SKU ECO Report	This report shows the Brand ECO by salesman and total KD. The ECO will be calculated as a % of total unique customers who have bought from the KD/DSR.		KD BACK OFFICE
POP Buying Trend report	This report shows the status of each customer, and if they've ordered or not for the different week.		KD BACK OFFICE

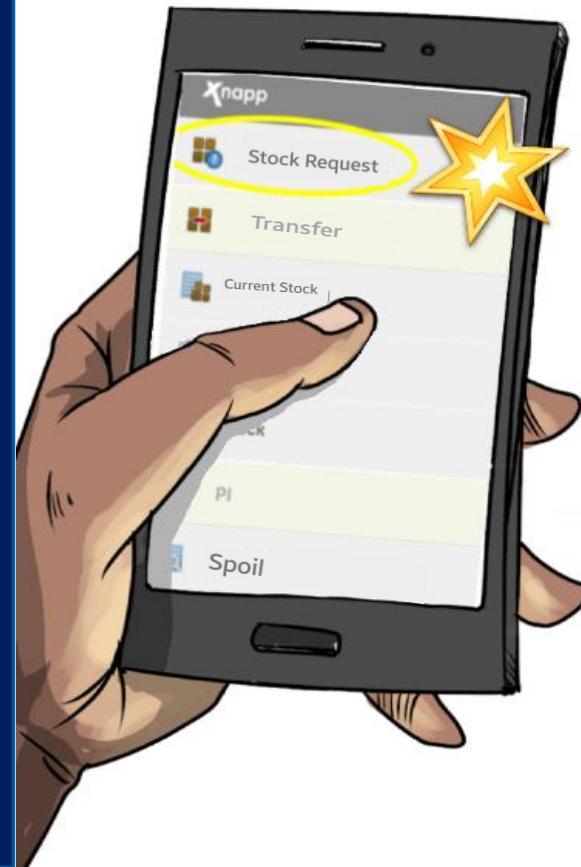
Reports to give a view of some of the KPIs

Report Name	Report Description and Benefits	Comment	SOURCE
Outlet Discount Report	This report shows the discounted value given to outlet during promo period on respective SKU.		BACK OFFICE
Free SKU Report	This report shows the free SKUs given in a Promotion.		BACK OFFICE
Stock Adjustment Report	This report shows the Adjustments of SKUs made in a Warehouse.		BACK OFFICE
CR Daily Sales Summary	This report shows Sales summary for selected DSR/outlet/date.	This report gives GSV	ONLINE/ KD BACK OFFICE
CR EFOS Salesman View	EFOS view shows; Time Spent (in order Taken & in Market), Geo-match & PJP Compliance report for DSR(s)		ONLINE/ KD BACK OFFICE
CR EFOS Outlet View	This report shows; Time Spent in store, Geo-match & PJP Compliance for POPs		ONLINE/ KD BACK OFFICE
CR IQ Performance Tracking Salesman View	This report shows IQ Performance by DSR		ONLINE/ KD BACK OFFICE
CR IQ Performance Tracking Outlet View	This report shows IQ Performance by POP		ONLINE/ KD BACK OFFICE
CR FCS HPC	This report shows Field Capability Score i.e Eco Actual, Active POPs, & Productivity Level.		ONLINE/ KD BACK OFFICE

TRAINING ON USAGE OF MOBILITY

.....Let's win in the Marketplace.....

MOBILITY HOUSES THE APPLICATION CALLED XNAPP PRESALES?



XNAPP Presales is a Mobile Application that is used to capture sales by the KDSRs in the market



WHAT YOU SHOULD KNOW.

- ❖ **Mobility Basics**
- ❖ **Start of Day**
- ❖ **Landing Page Interpretation**
- ❖ **Main Menu**
- ❖ **Promotion**
- ❖ **Round/Sales**
- ❖ **POP creation**
- ❖ **Report**
- ❖ **End of day Process**

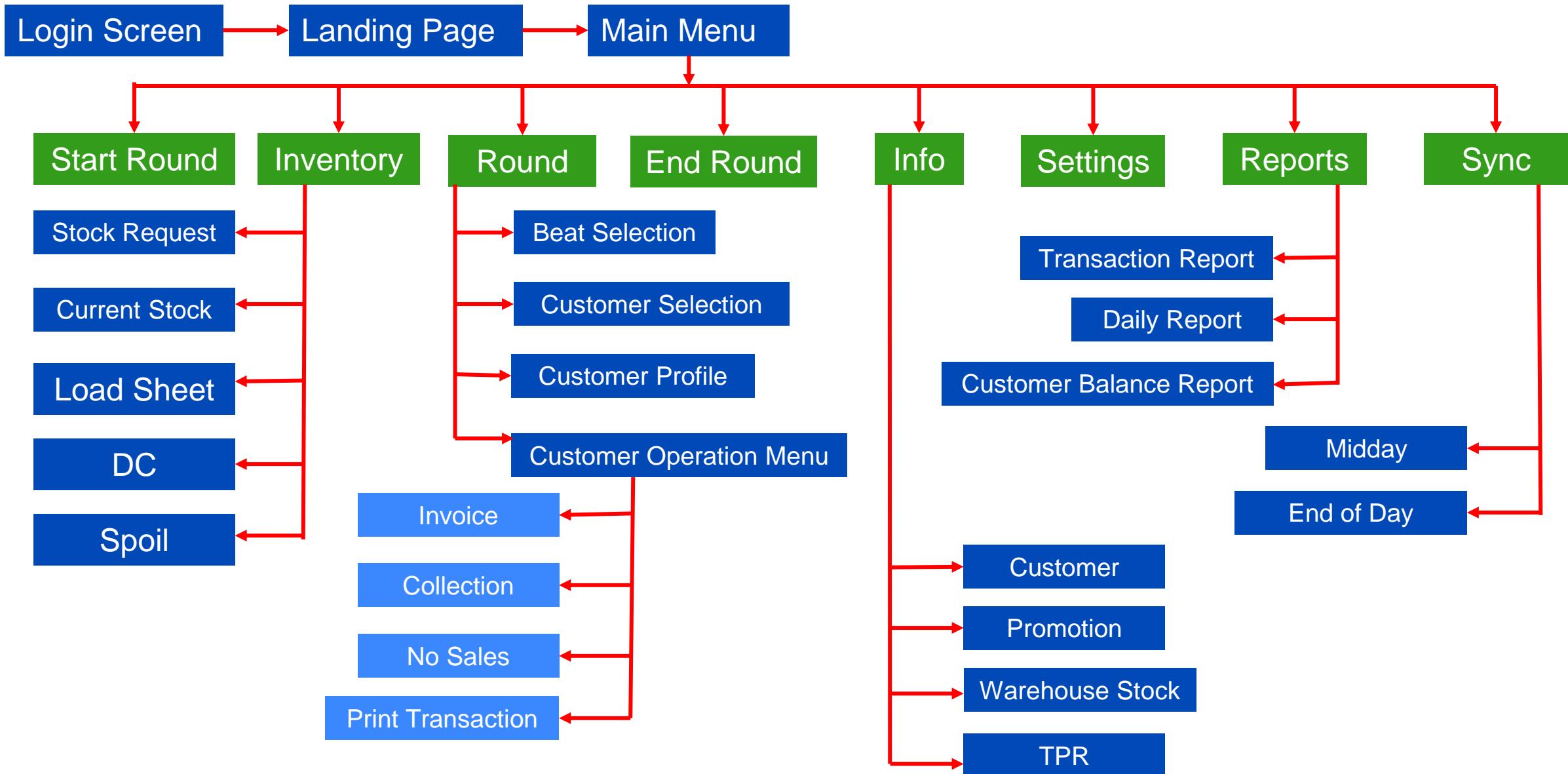
BEFORE YOU START YOUR DAY ON THE MOBILITY

Ensure:

- Device is fully charged
- Date & time must be correct
- Mobile data ON
- GPS/location ON
- Bluetooth ON

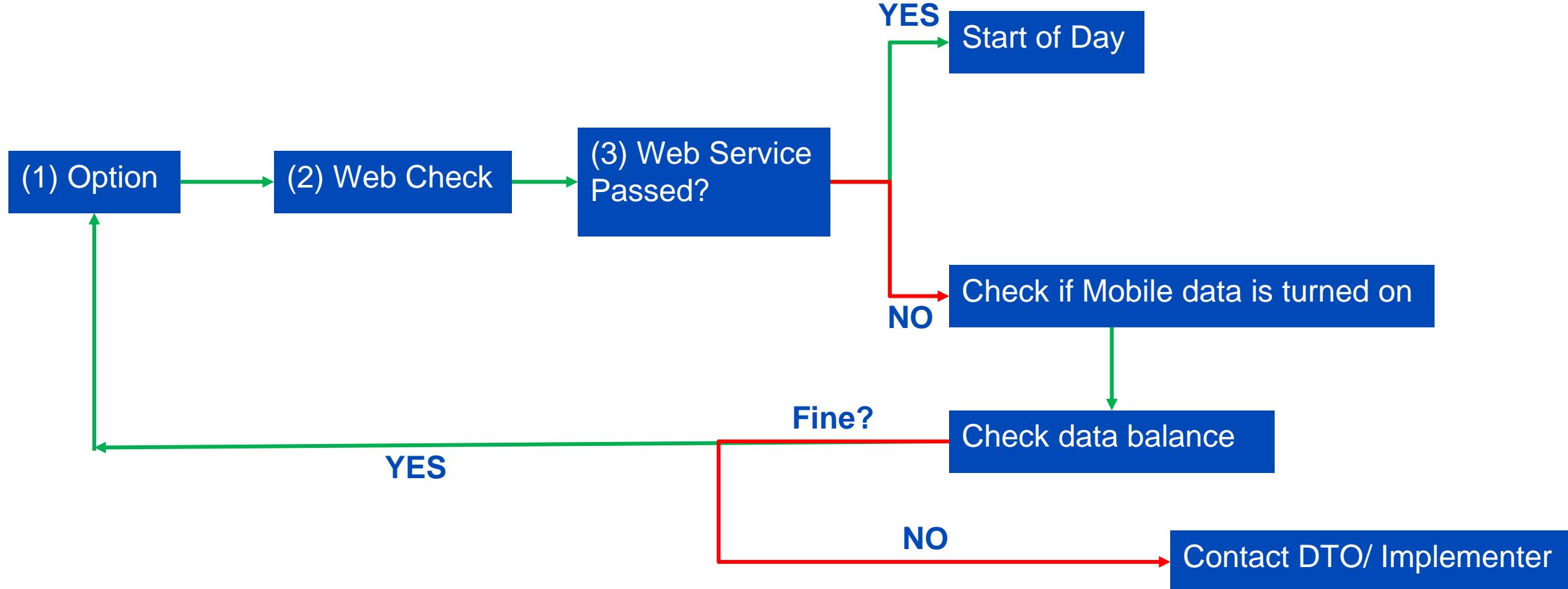
GETTING STARTED

Flow chart of XNAPP Presales

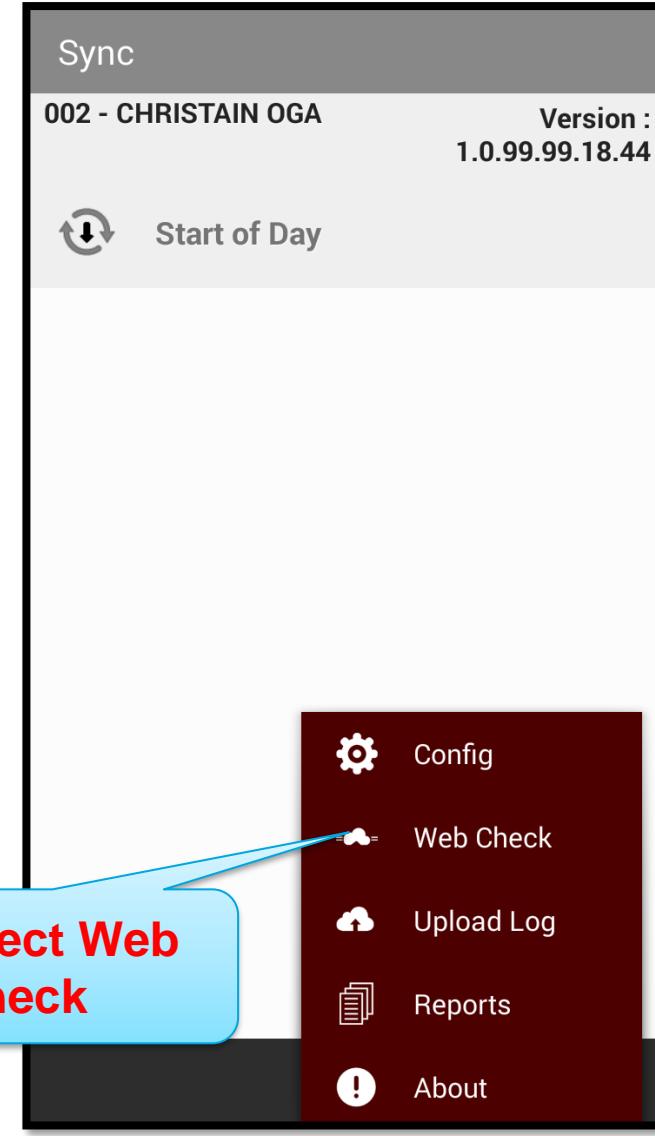
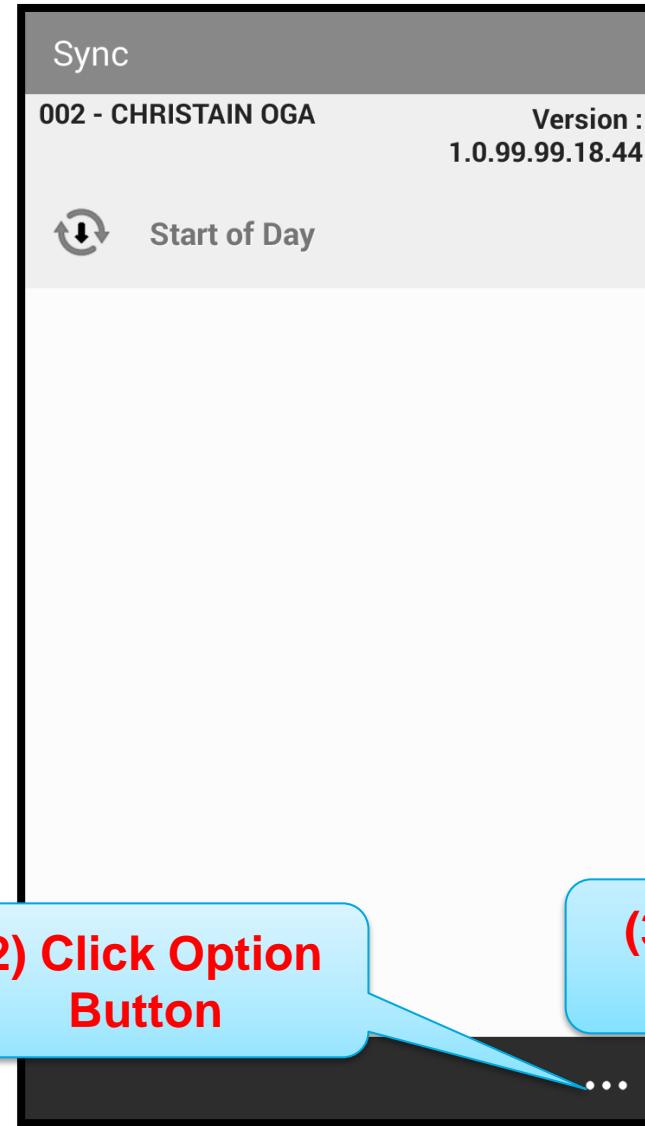
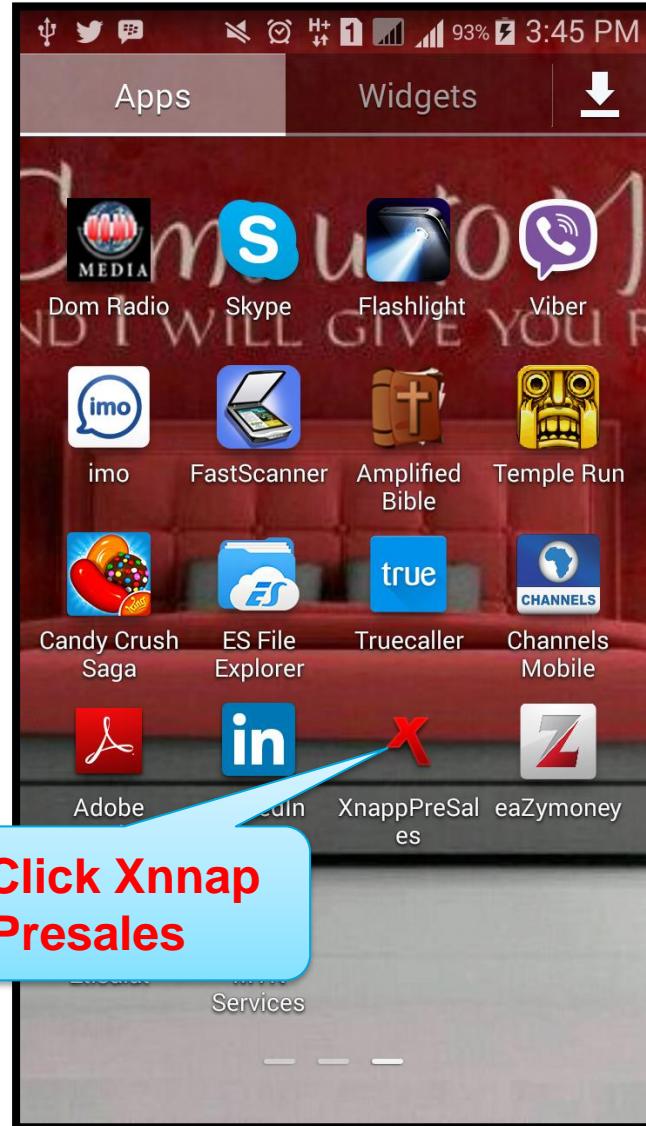


GETTING STARTED

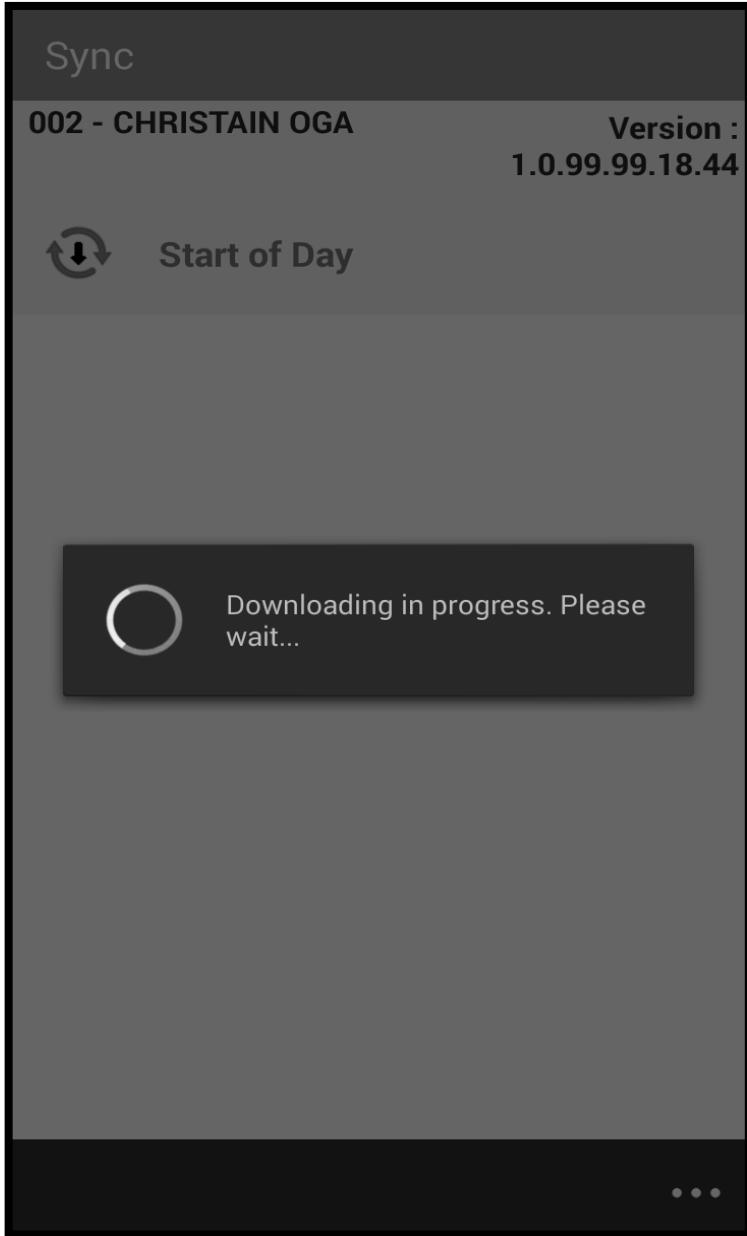
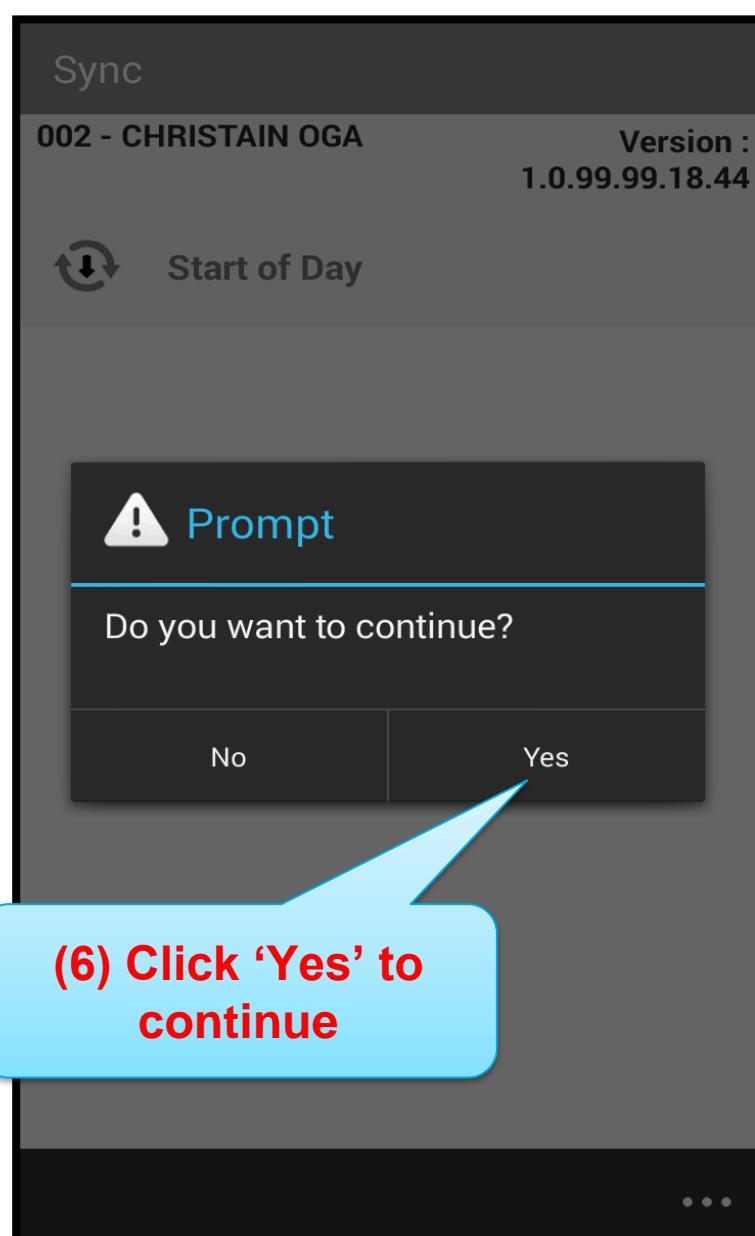
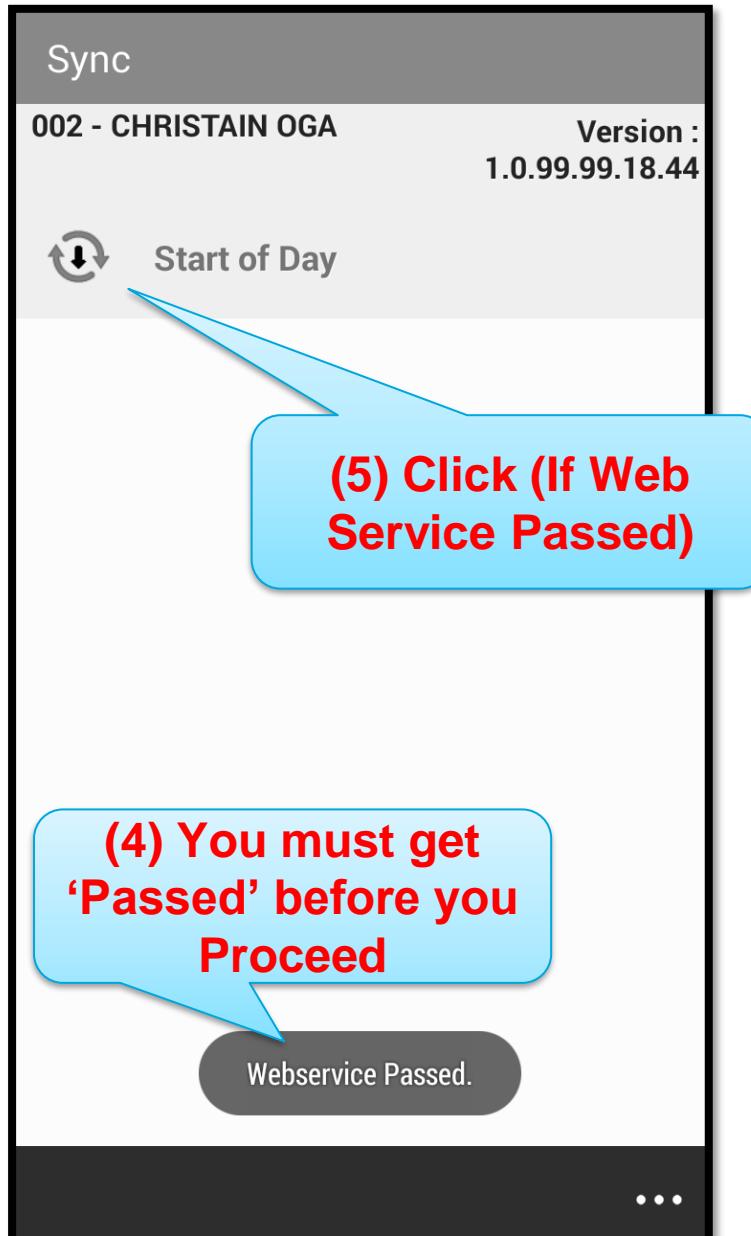
Let's see the logic that happens at Start of day for the KDSR



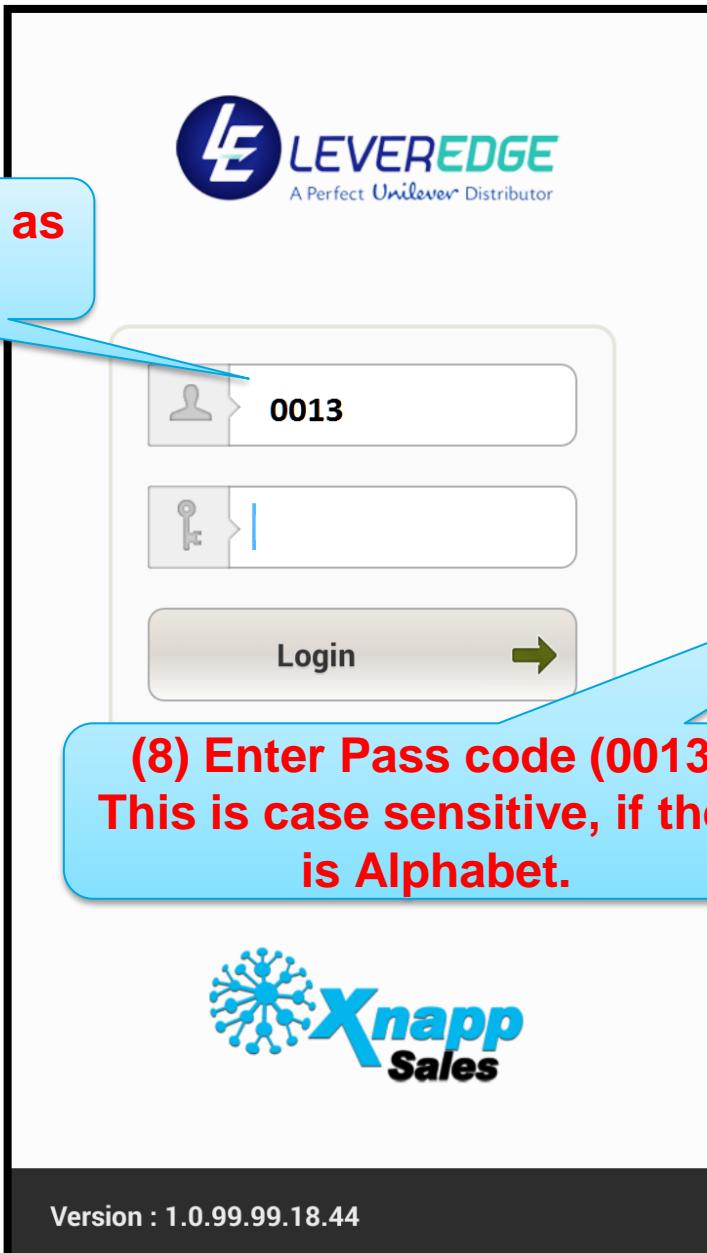
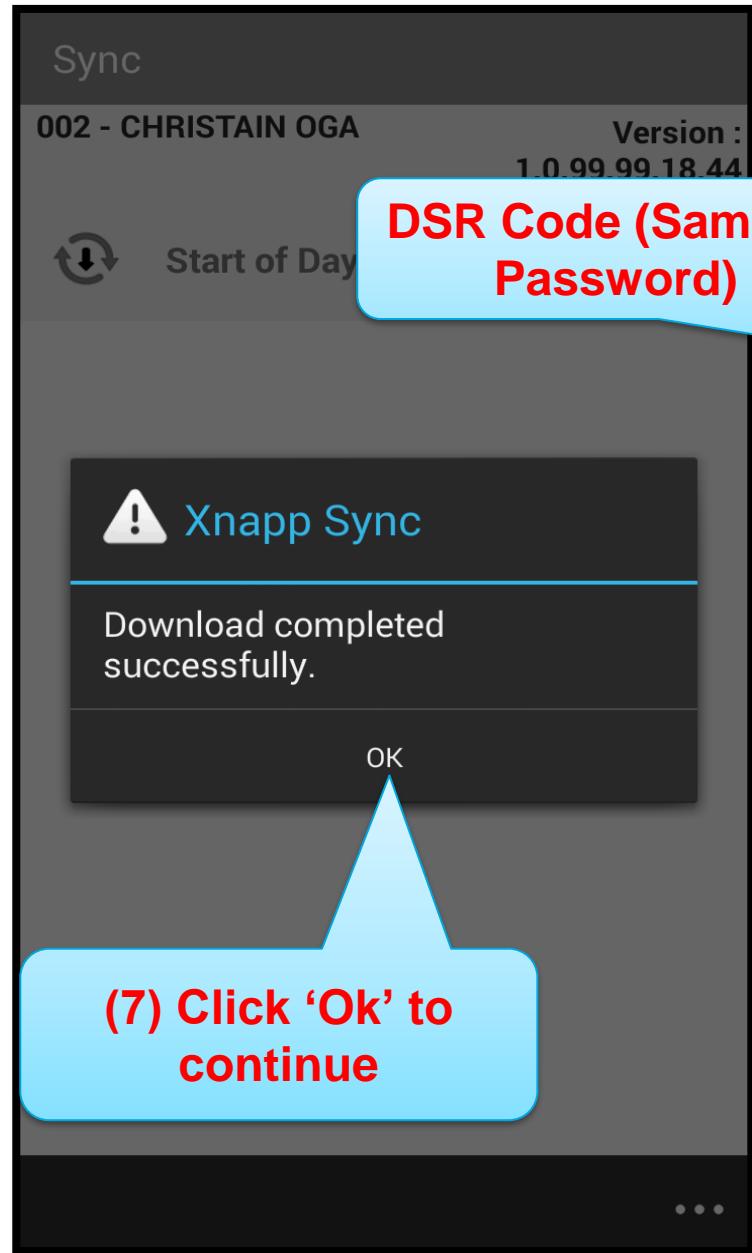
Screen illustrations for Start of Day



Screen illustrations for Start of Day



Screen illustrations for Start of Day



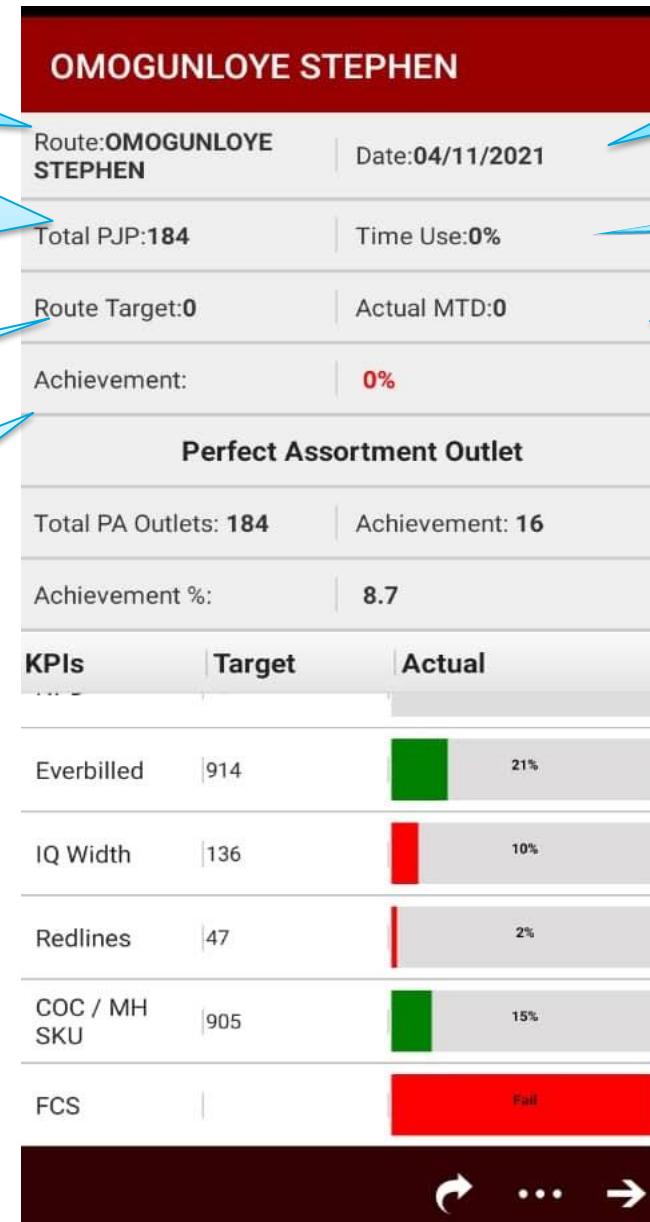
Landing Page

(1) This is the territory assigned to a DSR, Named after him.

(3) This shows total number of Journey Plan for a month. That is total no. of POP scheduled for a month.

(5) This shows the value target of DSR for a month.

(7) This shows what a DSR has made of his target so far in the month, shown in %.



(2) This shows the working date of the Mobility. It is important that this is correct everyday to have the right PJP.

(4) This is: $\frac{\text{Total days Elapsed}}{24} * 100\%$
There are 24 working days in a month.

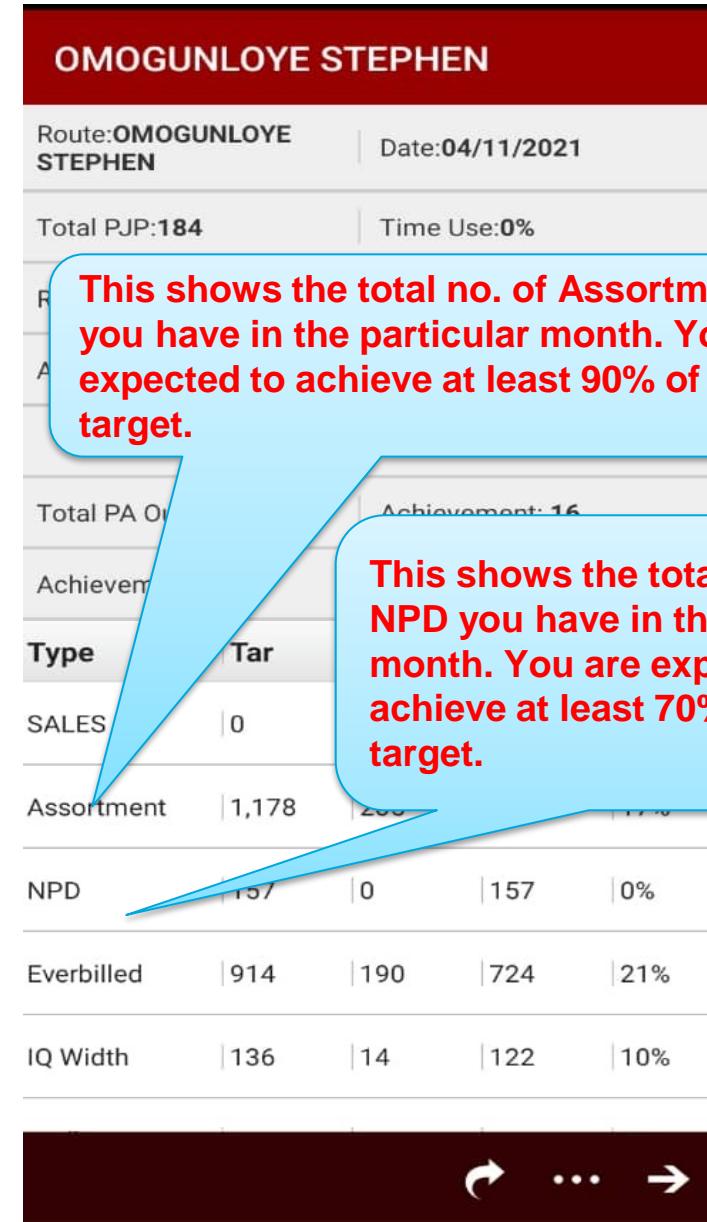
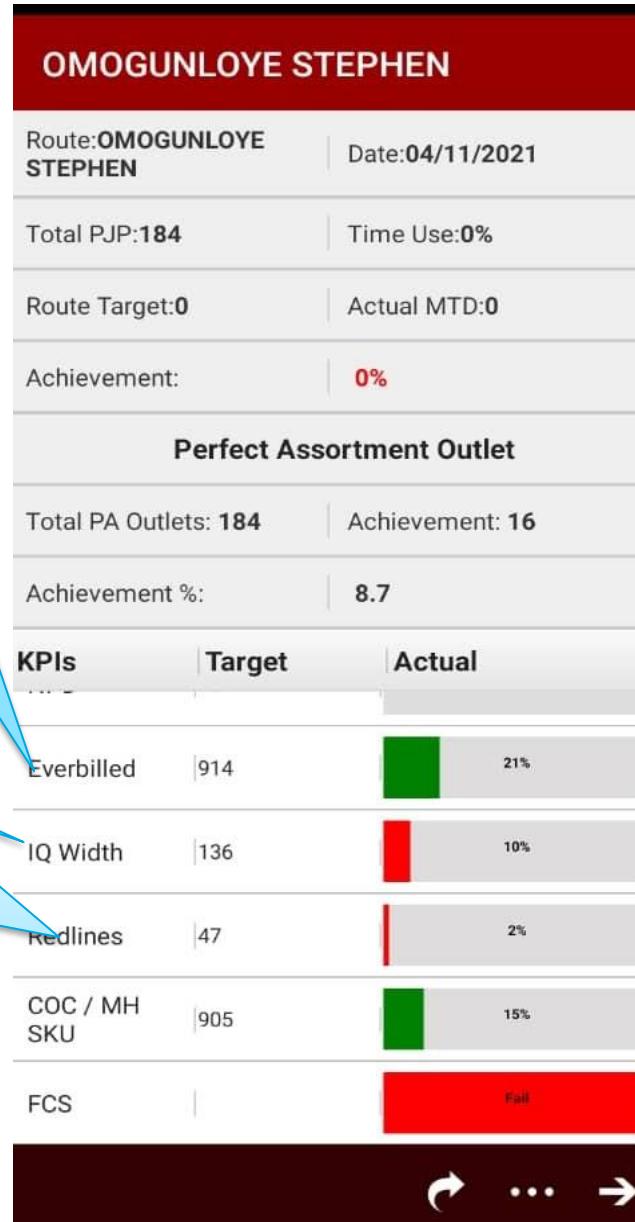
(6) This shows what the DSR has done so far in the month in Value out of the value Target.

Landing Page

Total no. of Ever billed for the particular month. You are expected to achieve at least 70% of this Target.

Total no. of Width Pack for the particular month. You are expected to achieve at least 70% of this Target.

This shows the total no. of Redlines you have in the particular month. You are expected to achieve at least 80% of the target.



Xnapp Presales- Navigations and Some Important Keys

OMOGUNLOYE STEPHEN				
Route:OMOGUNLOYE STEPHEN		Date:04/11/2021		
Total PJP:184		Time Use:0%		
Route Target:0		Actual MTD:0		
Achievement:		0%		
Perfect Assortment Outlet				
Total PA Outlets: 184		Achievement: 16		
Achievement %:		8.7		
Type	Tar	Act	Bal	Ach
SALES	0	0	0	0%
Assortment	1,178	205	973	17%
NPD	157	0	157	0%
Everbilled	914	190	724	5%
IQ Width	136	14	122	10%



(1) Click to navigate to the Next Page on the same Screen

(2) Click to view various Options available in a particular screen. You will come across this in many screens.

(3) Click to navigate to the Next Screen.

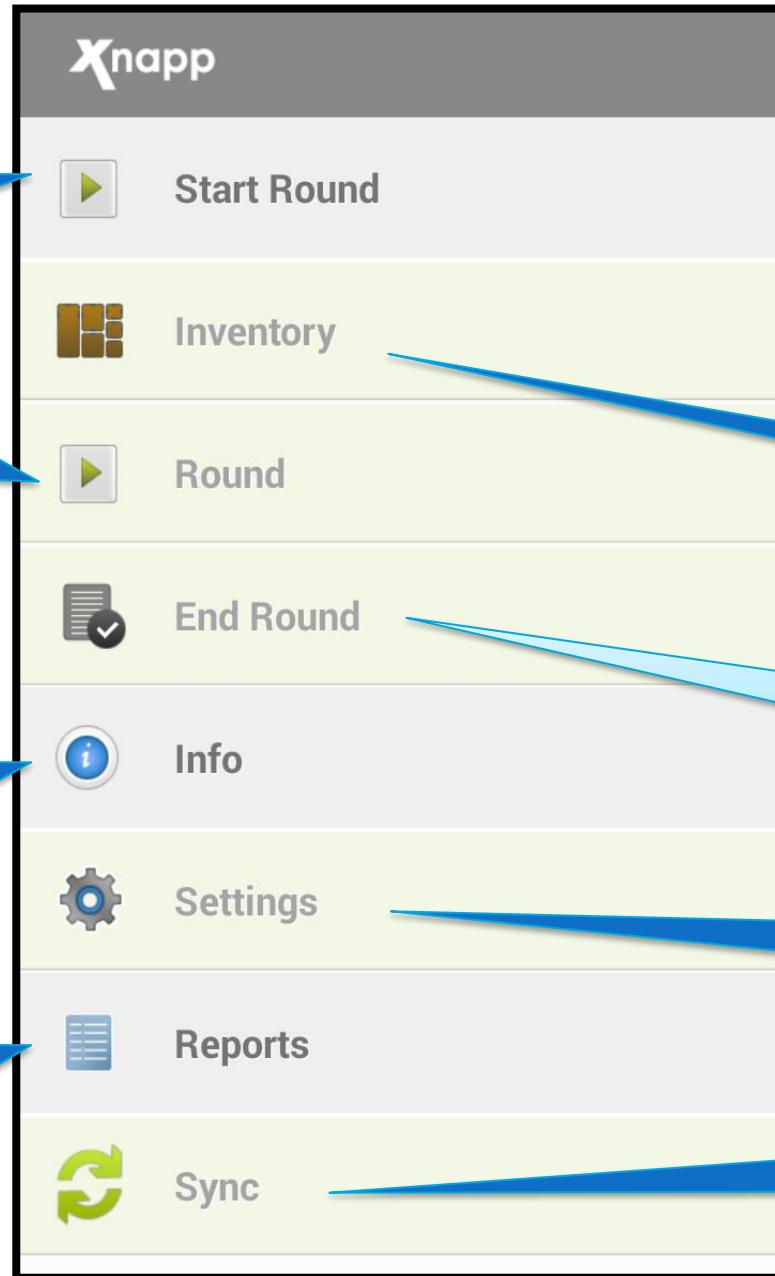
Main Menu

(1) For Physical Start of Sales Activities in a Cycle.

(3) For transactions/Sales activities- Customer Selection, Invoice, Collection, Print e.t.c.

(5) This contains information on: Customer, Promotion, Warehouse Stock & TPR.

(7) Transactional Report, Daily Report & Customer Balance Report.



Note that only 'Start Round, Info and Reports' Menus are active until Start Round is clicked.

(2) This have all that you need about your Stocks & warehouse

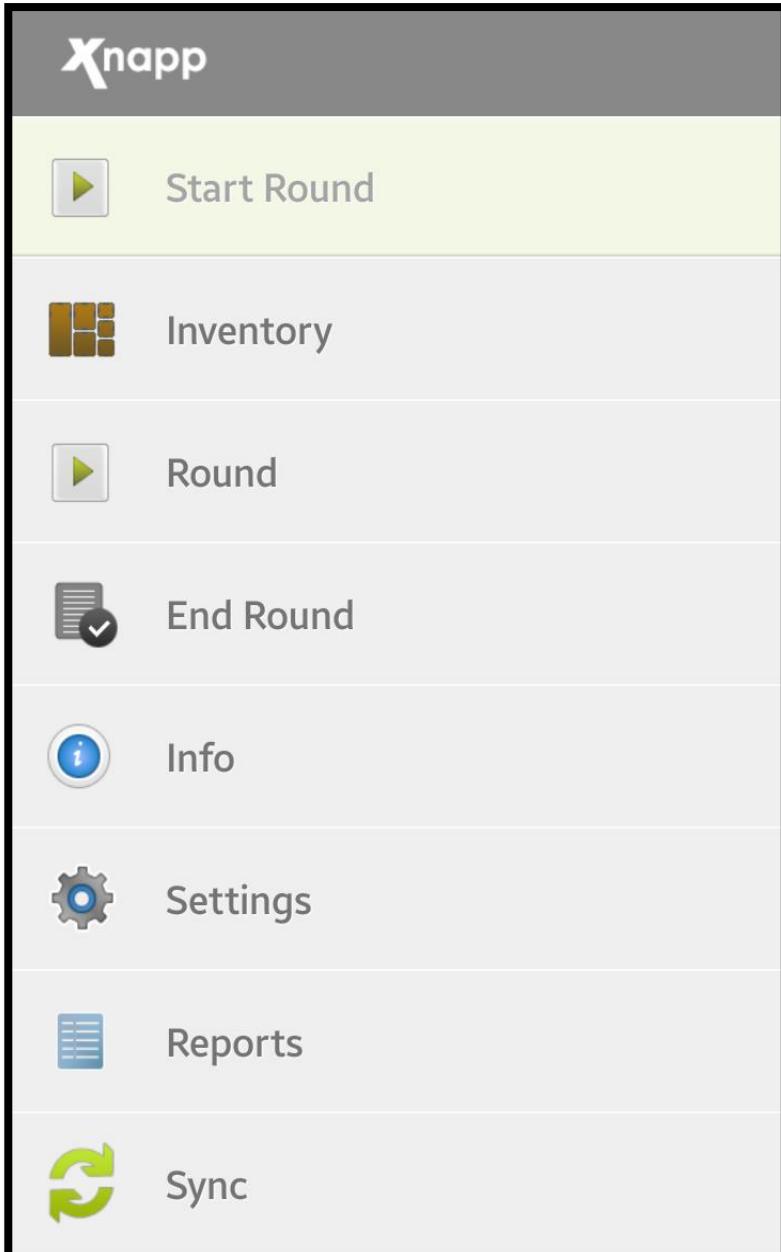
(4) This is used to End a cycle of Sales Activities. Be careful not to click on this button at wrong time.

(6) For Technical Support person. Don't use this without permission & guide

(8) For Uploading Stock Request and Sales, at different times in a Cycle.

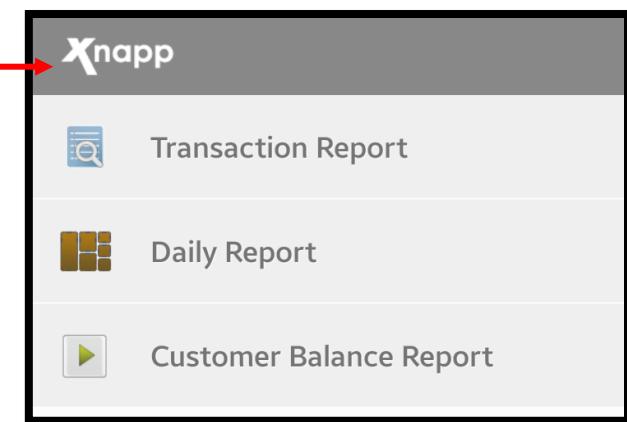
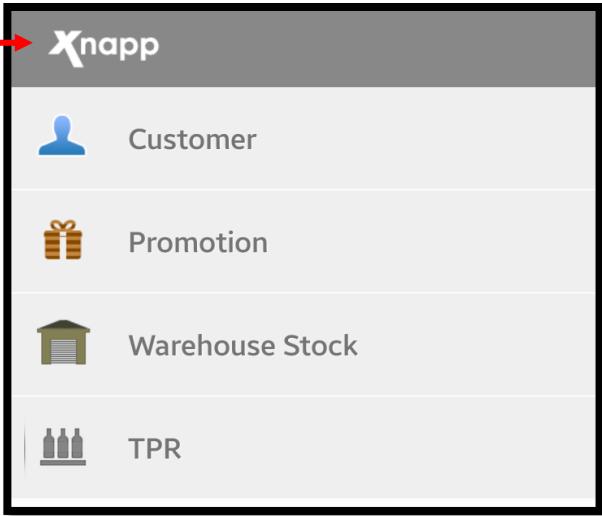
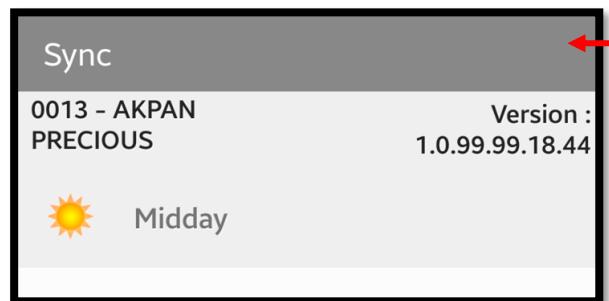
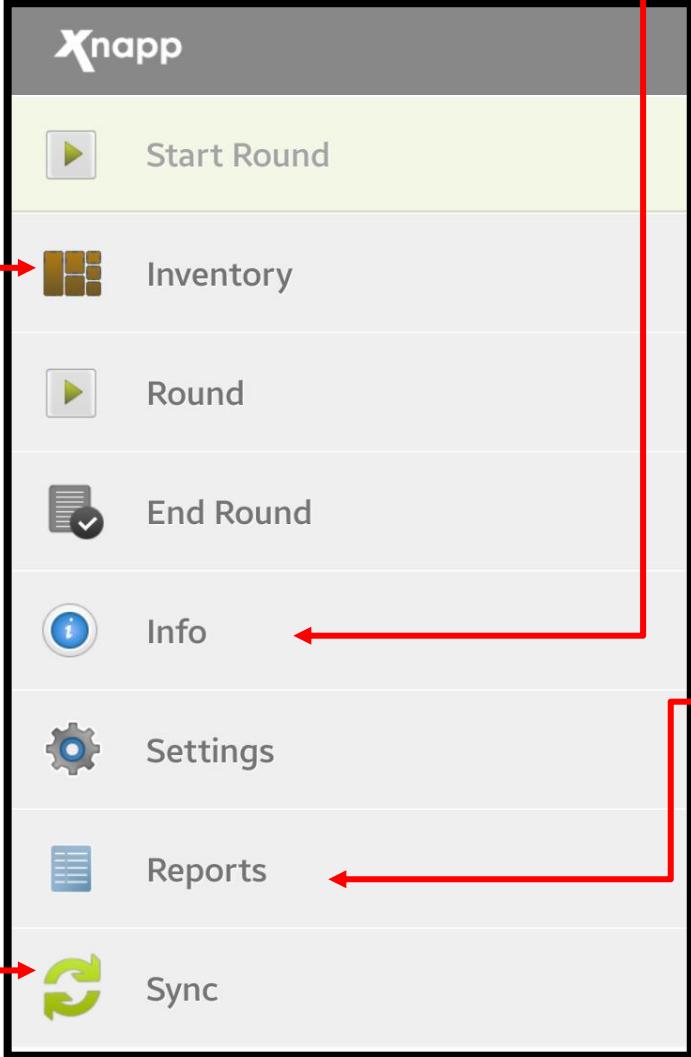
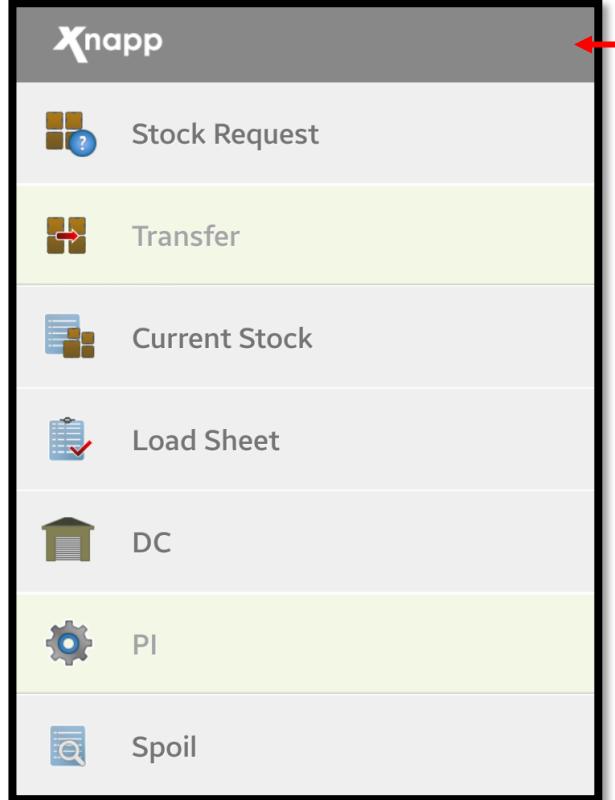
Main Menu

This is the look of the Main Menu after 'Start Round'- Every other menu is made Active except 'Start Round'



- The Main Menu Page contain all the Menus in the application.
- Most of the Activities you want to do as a DSR starts from here.
- You will have to return to this page to access the sub-menus.

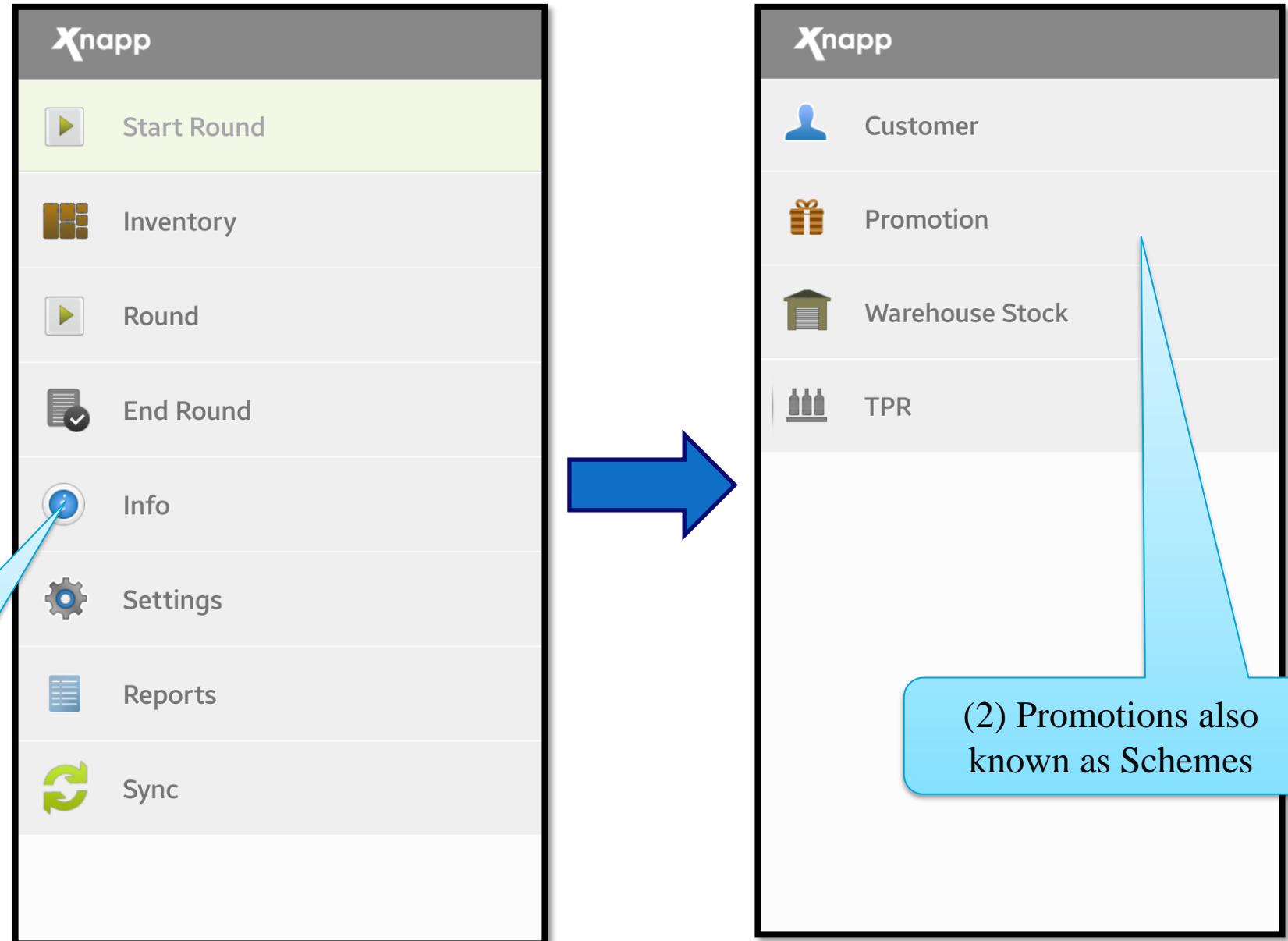
Screen Views of Main menu



Promotions Screen

It is important to check the current Promotion running first in the morning before Requesting for stock. This will enable DSR to request for the right assortments of SKUs so that you need to give out as free gift.

(1) Click this to access promotion on the Mobility.



Promotion Information

Every SKU on promo is given a scheme code on the mobility, with the SKU description.

Promotion Info	
Scheme Code	Qualification
007~58 <i>CLOSE-UP30g+REXONAL25ML PRM-WS</i>	On quantity
007~59 <i>CLOSEUP30g+REXONAL25ml PRM-RTL</i>	On quantity
007~60 <i>CLOSE-UP 140G PRM-WS</i>	On quantity
007~61 <i>CLOSE 140G PROMO RTL</i>	On quantity
007~67 <i>Vaseline 50ml 1on12 Promo-RTL</i>	On quantity
007~68 <i>VASELINE 50ML 1ON12 PROMO-WS</i>	On quantity
007~69 <i>VASELINE 50ml 11on12 promo-RTL</i>	On quantity
007~70 <i>VASELINE 250ML PROMO-WS</i>	On quantity
007~71 <i>VASELINE 250ML PROMO- RTL</i>	On quantity

Promo is either on quantity or percentage

(3)Click here to check the mechanic of the promo running

Item count shows the total number of SKUs on promo.

Promotion Information

This Promo in WS - Wholesale

Promo on quantity have the free good as scheme in Type.

007~58			
Desc CLOSE-UP30g+REXONAL25ML PRM-WS			
Type Free goods (Exclusive)			
Condition Type		Basic On quantity	
Start Date 02/10/15		End Date 30/11/15	
Quota No Quota		Min Lines 0	
RANGE	QUALIFICATION	ASSIGNMENT	
Min	UOM	Promo	UOM
100	PC	5	PC

Range tab on the SKU promo page

Promo free good quantity in WS

007~59			
Desc CLOSEUP30g+REXONAL25ml PRM-RTL			
Type Free goods (Exclusive)			
Condition Type		Basic On quantity	
Start Date 02/10/15		End Date 30/11/15	
Quota No Quota		Min Lines 0	
RANGE	QUALIFICATION	ASSIGNMENT	
Min	UOM	Promo	UOM
20	PC	1	PC

This Promo come in RTL - Retail

Promo on free goods

Duration of the promo, when it starts & when it ends.

Promo free good quantity in RTL

Promotion Information

007~58

Desc CLOSE-UP30g+REXONAL25ML PRM-WS

Type Free goods (Exclusive)

Condition Type Basic On quantity

Start Date 02/10/15 End Date 30/11/15

Quota No Quota Min Lines 0

Qualification Tab shows what the POP needs to buy.

RANGE	QUALIFICATION	ASSIGNMENT	
Code	Items	Qty	UOM
21111123	CLSUP DA100X30G	0	PC

The SKU on Promo and SKU Code

007~59

Desc CLOSEUP30g+REXONAL25ml PRM-RTL

Type Free goods (Exclusive)

Condition Type Basic On quantity

Start Date 02/10/15 End Date 30/11/15

Quota No Quota Min Lines 0

RANGE	QUALIFICATION	ASSIGNMENT	
Code	Items	Qty	UOM
21055065	REXONA RPW 25ML	0	PC
21055064	REXONA RXT 25ML	0	PC
21056581	REXONA RCO 25ML	0	PC
21055062	REXONA RQU 25ML	0	PC
21056579	REXONA RAC 25ML	0	PC

Assignment Tab shows what the pop get when they buy the promo

Promo SKUs and their free goods are in pieces

Promotion Information

Note SKUs on promo often have a gift sign in front of them.

Invoice Sales				
Category (ALL)	Master Brand (ALL)	Promo Products (6)		
Code	SI	Inv		Total
21091090	0/0	0/0		0
 VAS PJ COC 50ML				
21095200	0/0	0		0
 LUX SC 90X75G				
21095224	0/0	0		0
 LUX WMU 90X75G				
21090005	0/0	0		0
 CLOSEUP NH 60G				
21111123	0/0	0		0
 CLSUP DA 100X30G				
32021108	0/0	0		0
 CLSUP RD50X140G				
#:	Val:			
0	0			
			← ⋯ →	

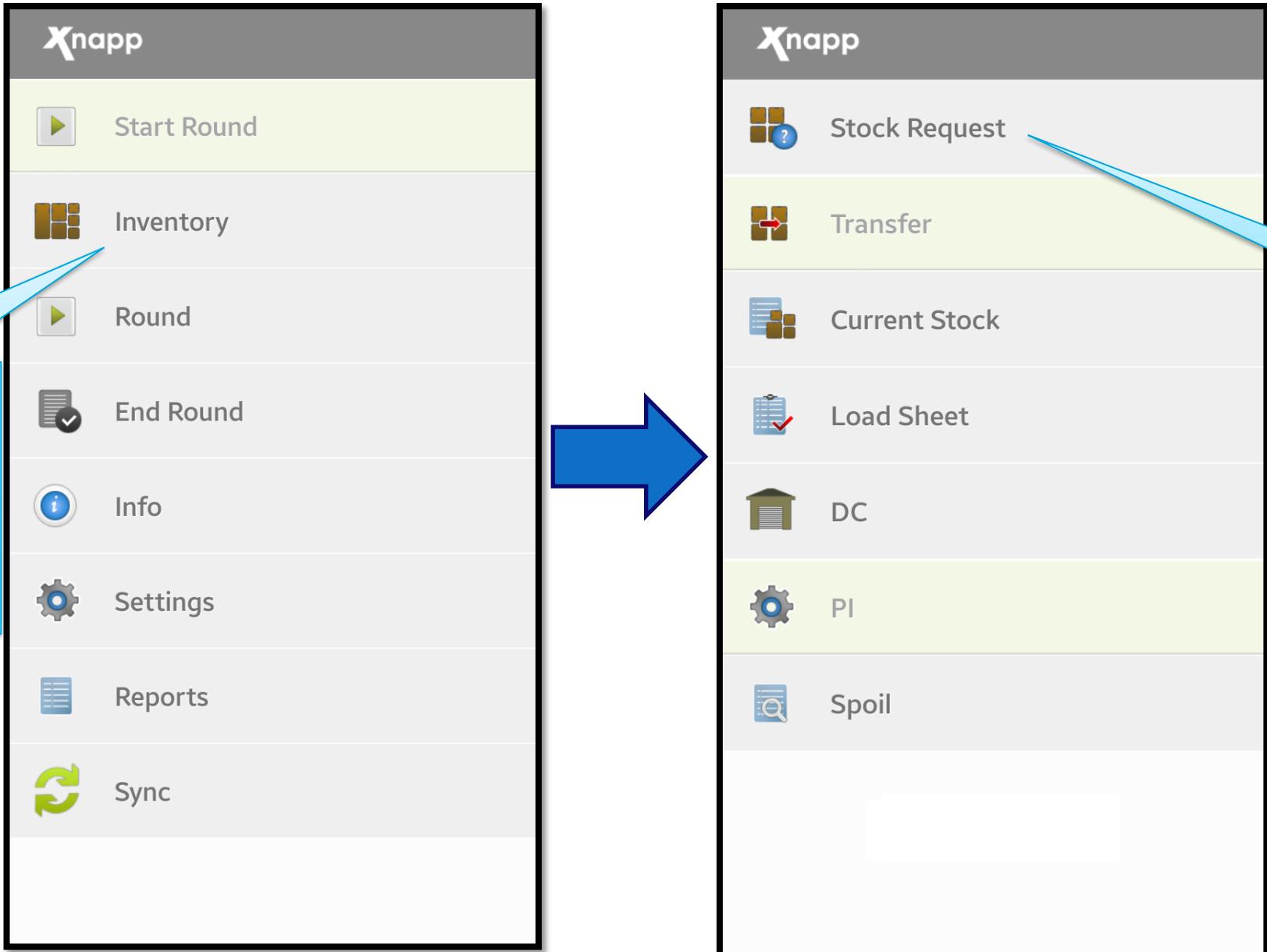
Stock requisition.

Stock Request involves three (3) activities: Stock Request; Mid-day Sync; and Load sheet.

- 1) Stock Request
- 2) Upload Requisition via **Mid-Day Sync.**
- 3) Contact DTO for Approval to **Load Sheet**

Note: You need to inform the DTO after 'Midday Sync. and confirm from him/her to ensure successful Load sheet

Stock requisition screen.



Stock requisition screen.

Stock Request

OFF Immediate Load Request

Enter the number of the days load is carried

1

Request to Warehouse

(3) Turn ON immediate load request(by default, this will be off)

ON Immediate Load Request

Enter the number of the days load is carried

1

Request to Warehouse

(4) Click on the advance button to go forward.

Stock requisition screen.

(5) Click on 'Max/Van Stock'

(6) Click on 'All' to show the SKUs on selling Category

Code	Max Stk	Cur Stk	Qty
21065795	1/0	3/0	0
OMO MA PERF 30G			
21091090	0/0	0/1	0
VAS PJ COC 50ML			
21065811	0/0	5/0	0
OMO MA PERF500G			
32025266	0/0	2/1	0
KNORR BF EXT 8G			
21095200	0/0	8/77	0
LUX SC 90X75G			
21065845	0/0	5/0	0
SUNLIGHT YC 1KG			
65364745	0/0	6/0	0
LIPTON 3 IN 1S			
21095224	0/0	2/88	0
LUX WMU 90X75G			
65302757	0/0	4/0	0
BB CLASSIC 250G			
65302758	0/0	9/12	0

Stock requisition screen.

(7) Click on the SKU to be requested to enter the quantity.

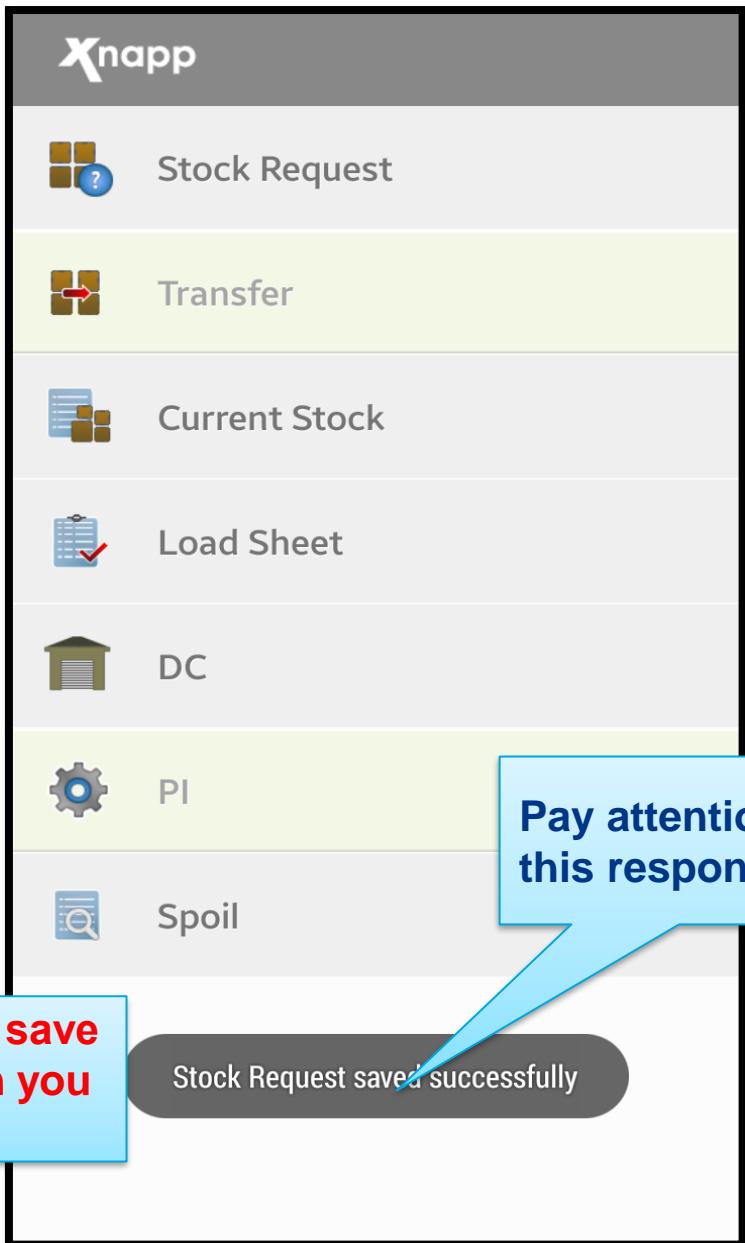
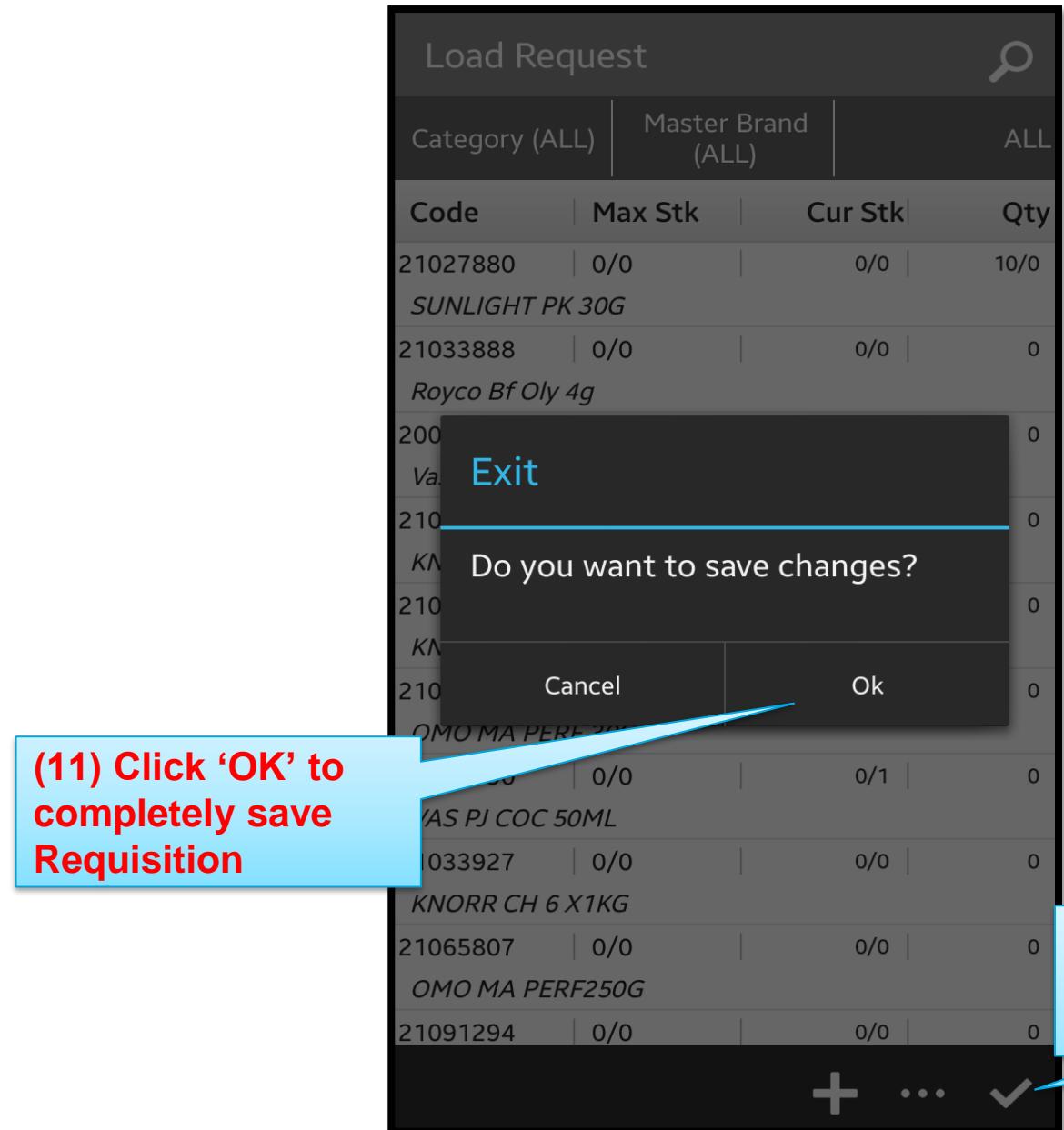
Code	Max Stk	Cur Stk	Qty
21027880	0/0	0/0	0
SUNLIGHT PK 30G			
21027880	0/0	0/0	0
Royco Bf Oly 4g			
20067837	0/0	0/0	0
Vase BS PJB250			
21033906	0/0	0/0	0
KNORR BF 4G NW			
21033915	0/0	0/0	0
KNORR BEEF NW8G			
21065795	0/0	3/0	0
OMO MA PERF 30G			
21091090	0/0	0/1	0
VAS PJ COC 50ML			
21033927	0/0	0/0	0
KNORR CH 6 X1KG			
21065807	0/0	0/0	0
OMO MA PERF			
21091294	0/0	0/0	0

(8) Enter quantity with the keyboard.

The quantity will enter in Pieces (PC). Press the button to switch to Cases (CS).

1	2	3	Copy	←
4	5	6	↑	↓
7	8	9	PC	←
–	0	+	CS	←

Stock requisition screen.



Stock requisition screen.

Use the different levels to filter by: Category or Brand

Load Request				
Category (ALL)	Master Brand (ALL)	ALL		
Code	Max Stk	Cur Stk	Qty	
21027880	0/0	0/0	10/0	
<i>SUNLIGHT PK 30G</i>				
Today Goal	AvgSales	Build Qty	Suggested	Qty
0	0	0	0	10/0
21033888	0/0	0/0	0/0	0
<i>Royco Bf Oly 4g</i>				
20067837	0/0	0/0	0/0	0
<i>Vase BS PJB250</i>				
21033906	0/0	0/0	0/0	0
<i>KNORR BF 4G NW</i>				
21033915	0/0	0/0	0/0	0
<i>KNORR BEEF NW8G</i>				
0000000000	0/0	0/0	3/0	0
<i>OMO M4 PERP 2L</i>				
1	2	3	Clear	◀
4	5	6	▲	▼
7	8	9	1	2
-	0	+	CS	◀

Use this to Search for SKUs (by code or by name).
NB: by code is more precise.

Requested quantity- 10 Cases, 0 Pieces.

This button will clear all that you have entered (in CS or PC) in one click for the selected SKU.

Use this key for correction by deleting on character (No. or letter)

The quantity will enter in Cases (CS). Press the button to switch to Pieces (CS).

(9) Press 'Enter' when you are done entering quantity for an SKU. Select another SKU and repeat the process.

Stock requisition screen.

(1) Classification of SKU by Category. Click to view Categories.

(3) This column shows the SKU codes, with their short description written under.

(5) List of authorised quantity of SKUs

Load Request			
Category (ALL)	Master Brand (ALL)	Max/Van Stock	
Code	Max Stk	Cur Stk	Qty
21065795 <i>JMO MA PERF 30G</i>	0/0	3/0	0
21091090 <i>VAS PJ COC 50ML</i>	0/0	0/1	0
21065811 <i>OMO MA PERF500G</i>	0/0	5/0	0
32025266 <i>KNORR BF EXT 8G</i>	0/0	2/1	0
21095200 <i>LUX SC 90X75G</i>	0/0	8/77	0
21065845 <i>SUNLIGHT YC 1KG</i>	0/0	5/0	
65364745 <i>LIPTON 3 IN 1 S</i>	0/0	6/0	0
21095224 <i>LUX WMU 90X75G</i>	0/0	2/88	0
65302757 <i>BB CLASSIC 250G</i>	0/0	4/0	0
65302758	0/0	9/12	0

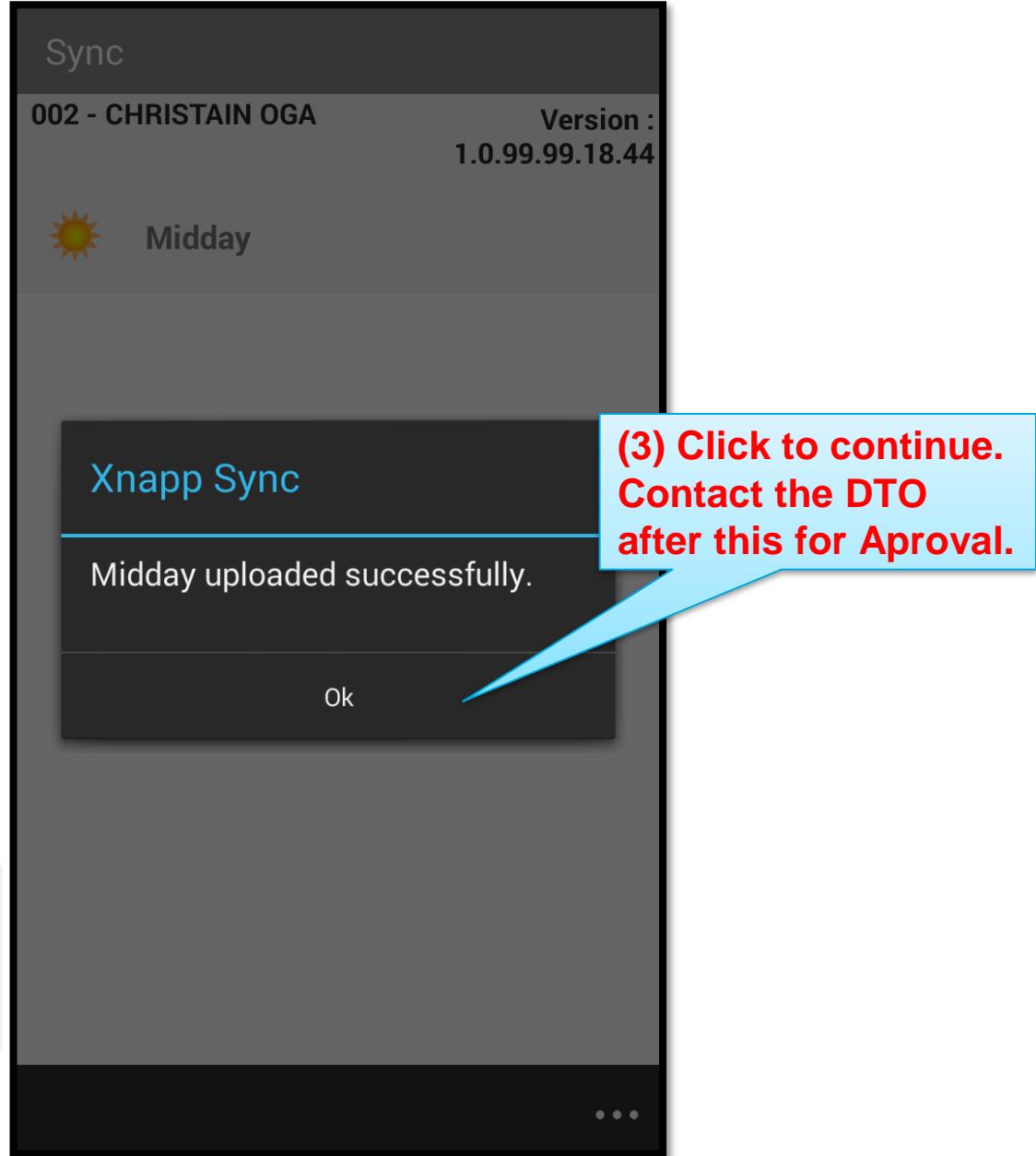
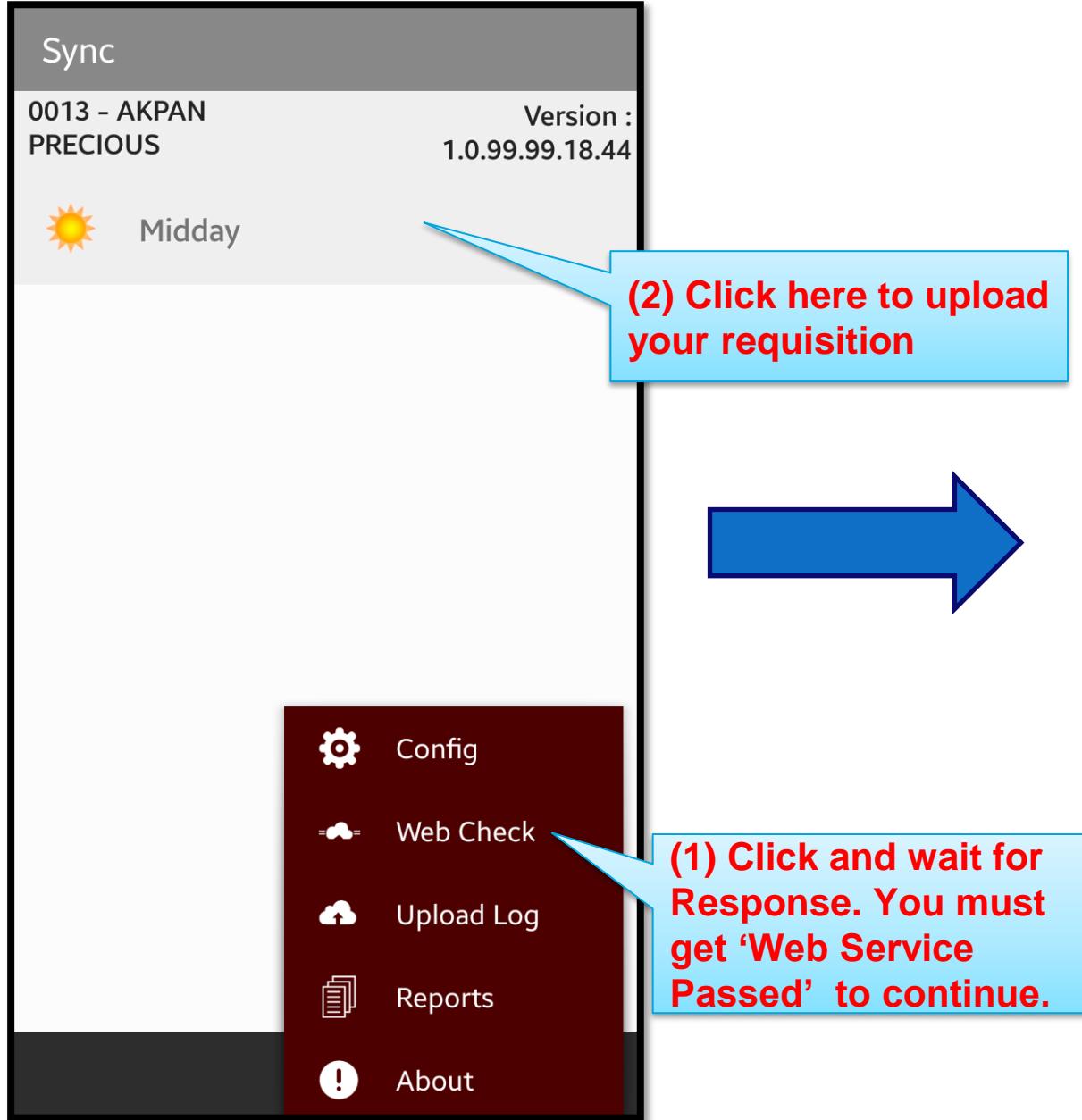
(2) Whatever is selected here is displayed in the SKU list. You can click to select other Options to be displayed.

(4) This column shows the quantity of SKU requested presently.

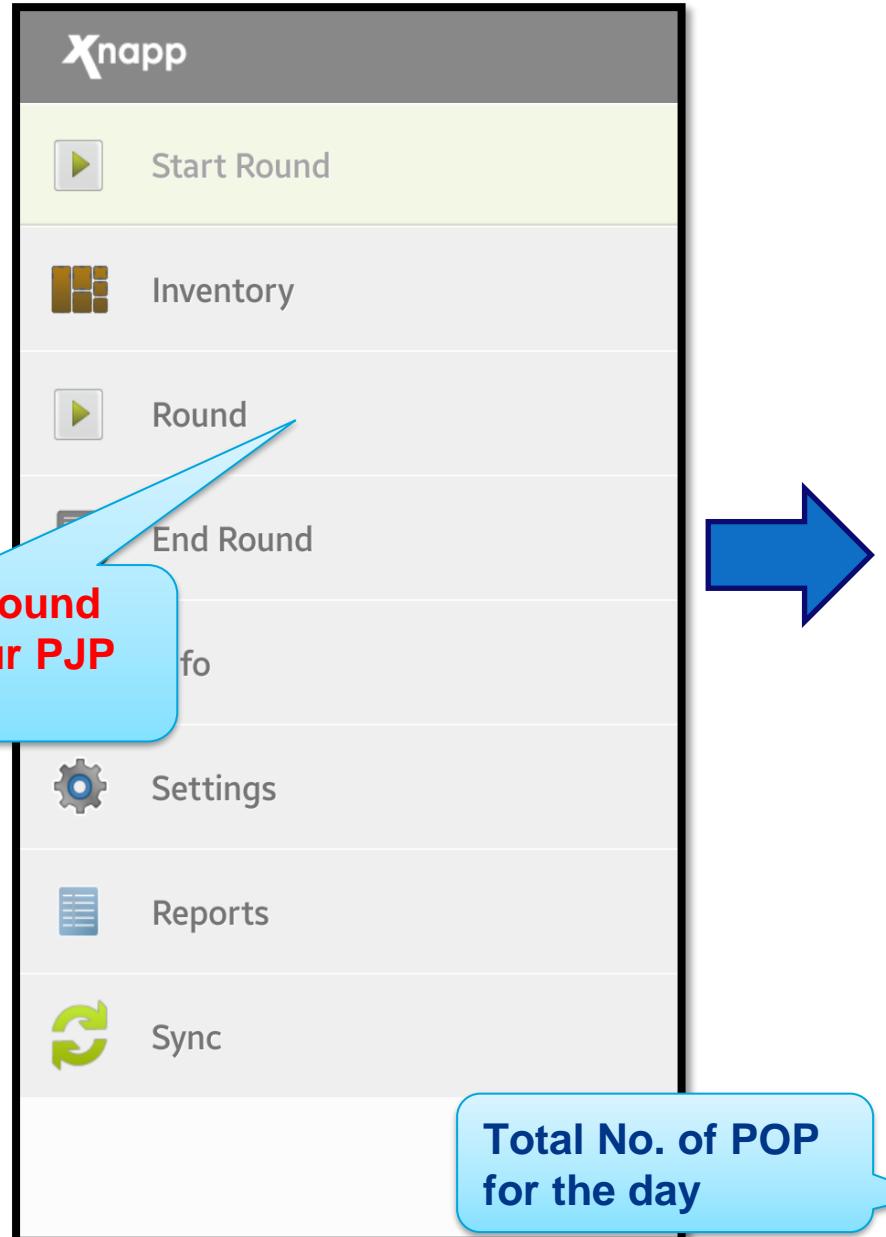
(6) DSRs current vanstock

This is the quantity of SKU available. The format is CASES/PIECES (CS/PC). i.e. 8(CS)/77(PC)

MID-DAY SYNC



ROUND - SALES



(1) Click on Round
to access your PJP
for the day.

Customer Selection		
ALL	ALL	ALL
	Code/Name	District
X	TSE32~001~003~0000 0045 ITORO ()	
X	TSE32~001~003~0000 0041 BRO PETER E ()	
X	TSE32~001~003~0000 0042 BRO UTIBE ()	
X	TSE32~001~003~0000 0047 BLESSING ()	
X	TSE32~001~003~0000 0048 HAPPINESS ()	
X	TSE32~001~003~0000 0049 JULIET ()	
X	TSE32~001~003~0000 0050 IME AKPAN ()	
X	TSE32~001~003~0000 0059 CAROLINAQ. ()	

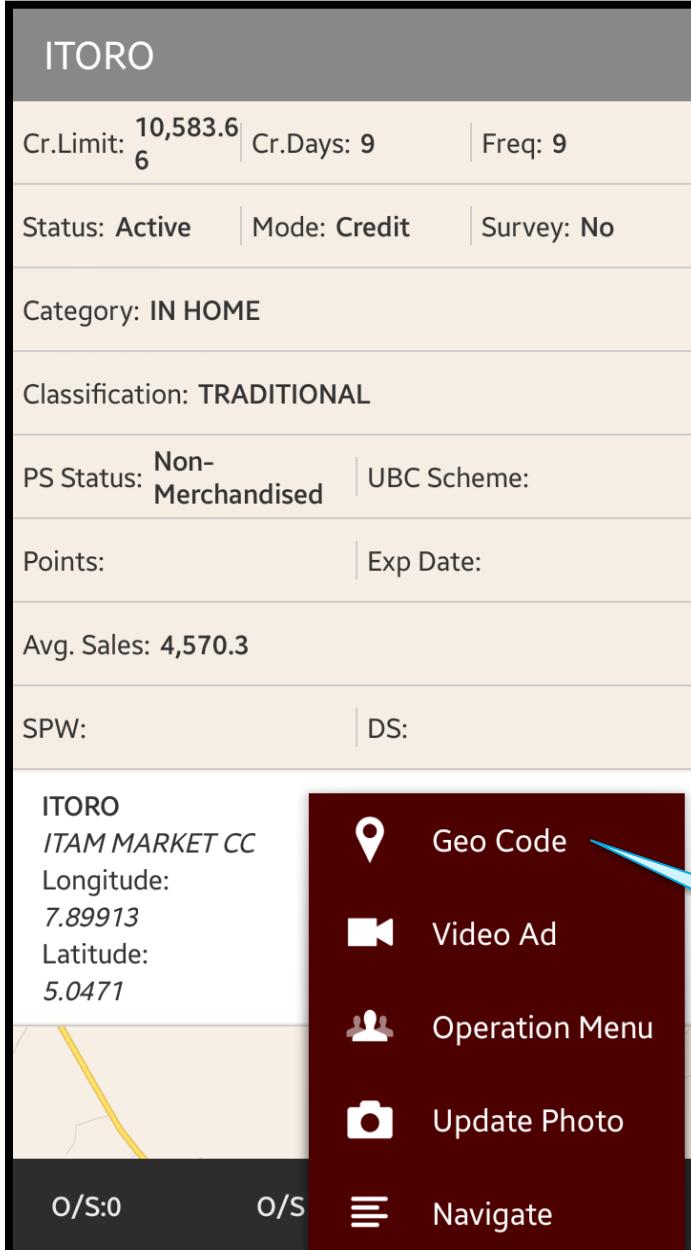
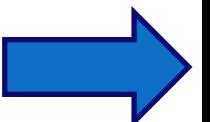
(2) Click on the
Customer's name
to be serviced.

Note

This list need to be followed serially (in sequence) for PJP compliance.

You are expected to click on the customer's name as soon as you enter into the outlet. You need this to make order for your POP with the IQ.

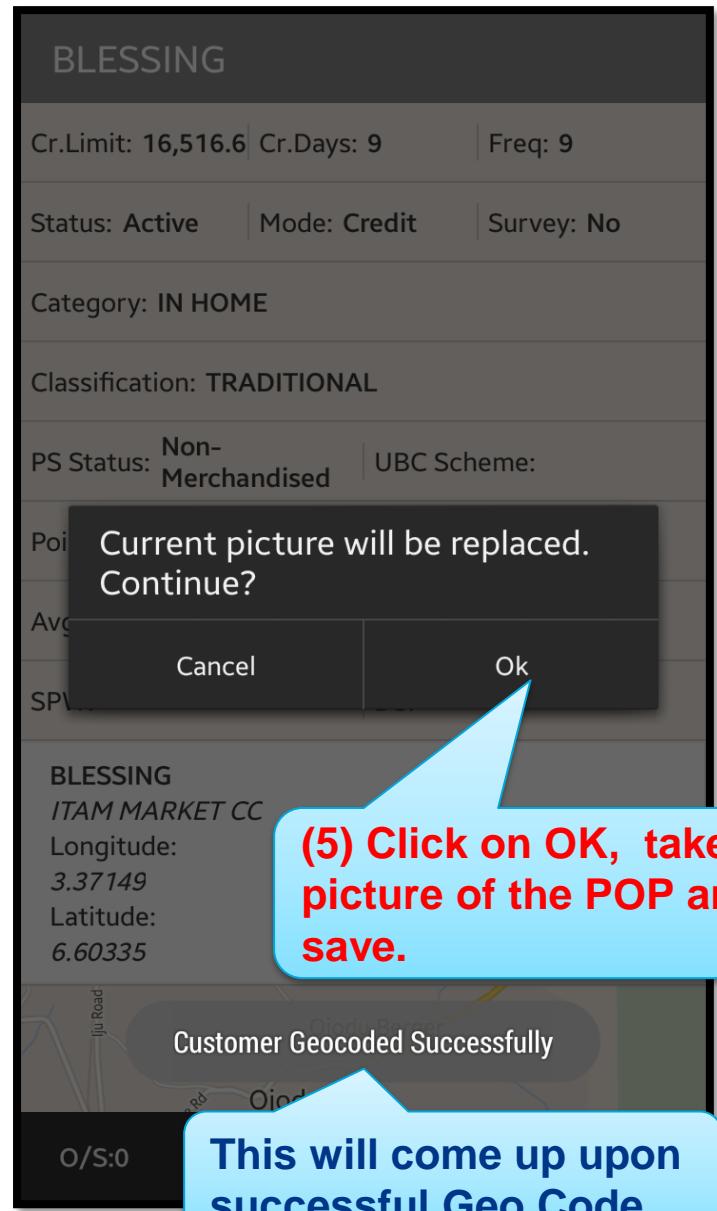
ROUND - GEOCODING PROCESS



(3) Click 'Option' button
to view options.

(4) Click on Geo Code
to Geo Code the POP.

ROUND - GEOCODING PROCESS



ROUND-Invoice (SKU Page - Redline)

(7) Click on invoice to continue sales.

Category (ALL)	Master Brand (ALL)	Red Lines (3)	Code	SI	Inv	Total
			21091090	0/2	0	0
			VAS PJ COC 50ML			
			65302759	0/2	0	0
			BB SPREAD 250G			
			21101089	0/2	0	0
			OMO MAR 250G			

(8a) Click to move to the next page

ROUND-Invoice (SKU Page - Others Items)

Promotion

Invoice Sales				
Category (ALL)	Master Brand (ALL)	Promo Products (6)		
Code	SI	Inv		Total
21091090	0/2	0		0
VAS PJ COC 50ML				
21095200	0/0	0		0
LUX SC 90X75G				
21095224	0/0	0		0
LUX WMU 90X75G				
21090005	0/0	0		0
CLOSEUP NH 60G				
21111123	0/0	0		0
CLSUP DA 100X30G				
32021108	0/0	0		0
CLSUP RD50X140G				

(8b) Click to move to the next page

(8c) Click to move to the next page

Ever Billed

Invoice Sales				
Category (ALL)	Master Brand (ALL)	Ever Billed (21)		
Code	SI	Inv		Total
21065795	0/3	0		0
OMO MA PERF 30G				
21091090	0/2	0		0
VAS PJ COC 50ML				
21065811	0/1	0		0
OMO MA PERF500G				
21095200	0/0	0		0
LUX SC 90X75G				
21065845	0/2	0		0
SUNLIGHT YC 1KG				
65364745	0/2	0		0
LIPTON 3 IN 1 S				
21095224	0/0	0		0
LUX WMU 90X75G				
65302757	0/1	0		0
BB CLASSIC 250G				
02759	0/2	0		0
READ 250G				

(8d) Click to move to the next page

All

Invoice Sales				
Category (ALL)	Master Brand (ALL)	ALL (30)		
Code	SI	Inv		Total
21065795	0/3	0		0
OMO MA PERF 30G				
21091090	0/2	0		0
VAS PJ COC 50ML				
21065811	0/1	0		0
OMO MA PERF500G				
32025266	0/0	0		0
KNORR BF EXT 8G				
21095200	0/0	0		0
LUX SC 90X75G				
21065845	0/2	0		0
SUNLIGHT YC 1KG				
65364745	0/2	0		0
LIPTON 3 IN 1 S				
21095224	0/0	0		0
LUX WMU 90X75G				
65302757	0/1	0		0
BB CLASSIC 250G				

ROUND-Invoice

Suggested Item (SI) shows the quantity recommended through IQ for Ever billed & Redline.

Current stock in the DSR's warehouse. This is expected to be the same as the Physical Stock at any point in time

Invoice Sales				ALL (30)
Category (ALL)	Master Brand (ALL)			ALL (30)
Code	SI	Inv	Total	
21065795	0/3	2/3	3,748.5	
<i>OMO MA PERF 30G</i>				
Stk	Lag		Unit Pr.	
3/0	0		11.9	
21091090	0/2	0		
<i>VAS PJ COC 50ML</i>				
21065811	0/1	0	0	
<i>OMO MA PERF500G</i>				
32025266	0/0	0	0	
<i>KNORR BF EXT 8G</i>				
21095200	0/0	0	0	
<i>LUX SC 90X75G</i>				
21065845	0/2	0	0	
<i>SUNLIGHT YC 1KG</i>				
1	2	3	Clear	←
4	5	6		▲
7	8	9		▼
-	0	+	CS	↔

Total cost of the SKU without VAT

Quantity of the SKU (2CS/3PC) Invoiced (or Ordered)

Price per Unit of the SKU.

Click this to copy the Suggested Invoice (SI) to the invoice if the POP is buying exactly the same quantity

Click PC (pieces) to change to CS (cases) and vice versa



ROUND-Invoice

Invoice Sales				
Category (ALL)	Master Brand (ALL)	ALL (30)		
Code	SI	Inv		Total
21065795	0/3	2/3		3,748.5
<i>OMO MA PERF 30G</i>				
21091090	0/2	0		0
 VAS PJ COC 50ML				
21065811	0/1	0		0
<i>OMO MA PERF500G</i>				
32025266	0/0	0		0
<i>KNORR BF EXT 8G</i>				
21095200	0/0	0		0
 LUX SC 90X75G				
21065845	0/2	0		0
<i>SUNLIGHT YC 1KG</i>				
65364745	0/2	0		0
<i>LIPTON 3 IN 1 S</i>				
21095224	0/0	0		0
 LUX WMU 90X75G				
65302757	0/1	0		0
<i>BB CLASSIC 250G</i>				
65302758	0/0	0		0
#: 1	Val: 3,748.5			
				

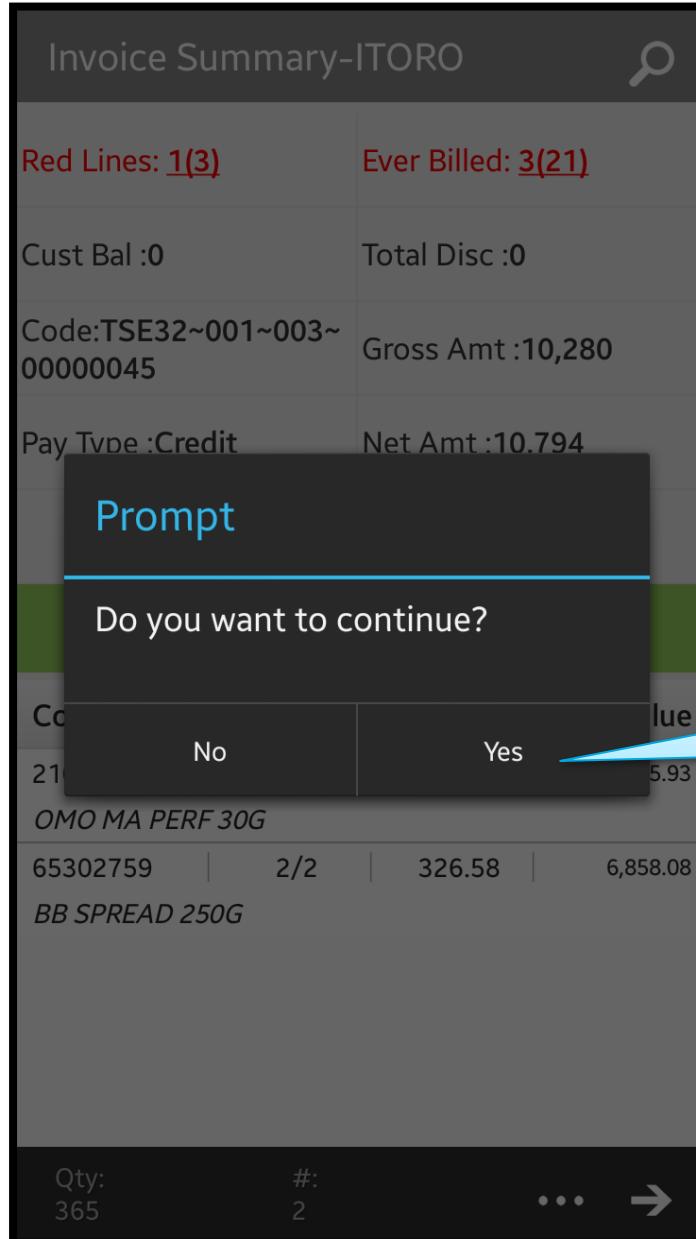
(10) Click to proceed

Invoice Sales				
Category (ALL)	Master Brand (ALL)	Invoice Taken (2)		
Code	SI	Inv		Total
21065795	0/3	2/3		3,748.5
<i>OMO MA PERF 30G</i>				
65302759	0/2	2/2		6,531.5
<i>BB SPREAD 250G</i>				
#: 2	Val: 10,280			
				

NOTE: Total price exclusive of VAT

(11) Then press (forward) to move to the next page

ROUND-Invoice



(12) Click on Yes to continue.

The screenshot shows the 'Invoice Summary-ITORO' screen continuing from the previous step. It displays the same header information: 'Red Lines: 1(3)', 'Ever Billed: 3(21)', 'Cust Bal :0', 'Total Disc :0', 'Code:TSE32~001~003~00000045', 'Gross Amt :10,280', 'Pay Type :Credit', 'Net Amt :10.794', and 'Total Tax : 514(0)'. A large green bar at the bottom contains the text 'Total Val : 10,794'. A blue arrow points from the previous screen to this one, and another blue arrow points from the 'Total Val' bar to a callout note.

Total Val : 10,794

Code	Inv	Tax	Value
21065795	2/3	187.43	3,935.93
OMO MA PERF 30G			
65302759	2/2	326.58	6,858.08
BB SPREAD 250G			

Qty: 365 #: 2 ... →

This shows that 3 out of 21 Ever billed had been met.

NOTE: Total price inclusive of VAT

(13) Press (forward) to continue

Pay Invoice

At this point you have to do cash collection because cash is zero

Document No
0013INV-32

Invoice Amount
10,794

Cash
0

Cheque
0

MMT
0

Customer Credit Balance
10,583.66

Salesman Credit Balance
0

(14) Click on the option button to select one of the three modes of cash collection

...



Pay Invoice

Document No
0013INV-32

Invoice Amount
10,794

Cash
0

Cheque
0

MMT
0

Customer Credit Balance
10,583.66

Salesman Credit Balance
0

(15) Click on cash collection to collect cash

- Cash Collection**
- Cheque Collection**
- MMT Collection**

CASH COLLECTION

Cash Collection

Amount

10794.00

Remarks

Bal 10,794

1 2 3 ←
4 5 6 .
7 8 9 ←
+ 0 -

(16) Click on the enter button to remove the keyboard before you can continue

Cash Collection

Amount

10794.00

Remarks

Bal 10,794

Total Amount 10,794 ✓

(17) Select ✓ button to proceed

CASH COLLECTION

Pay Invoice

Document No
0013INV-32

Invoice Amount
10,794

Cash
10,794

Cheque
0

MMT
0

Customer Credit Balance
10,583.66

Salesman Credit Balance
0

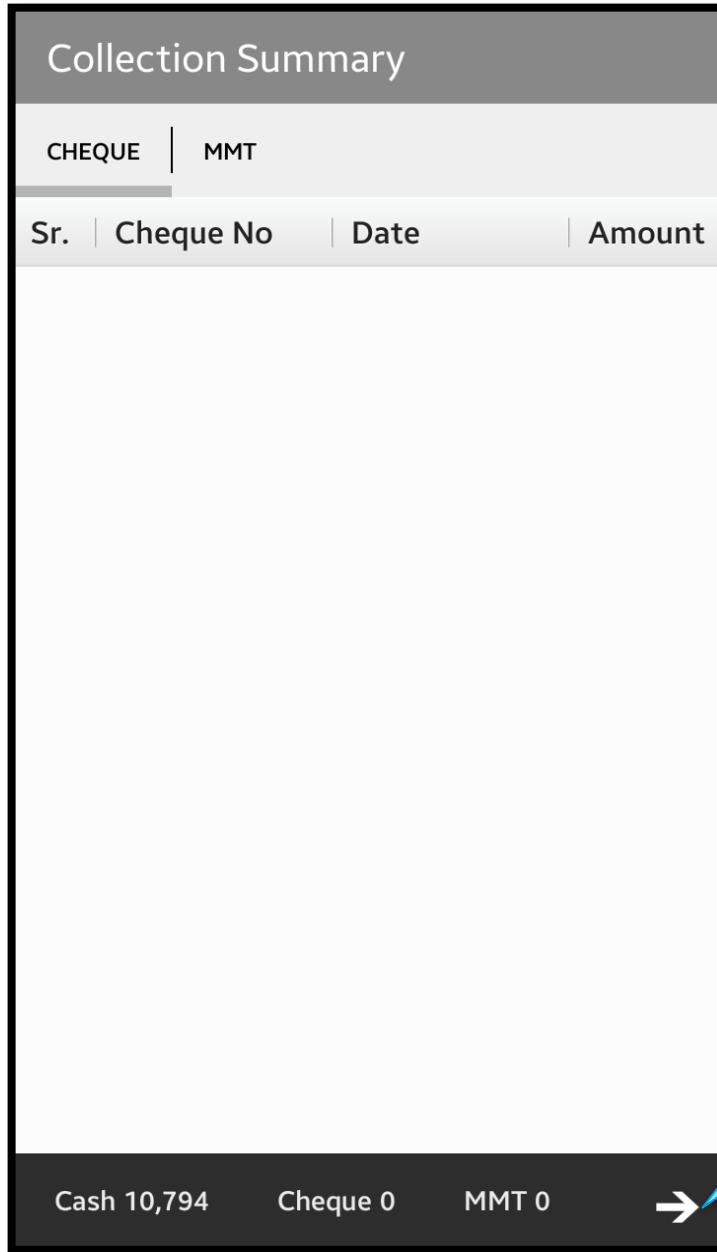
...

✓

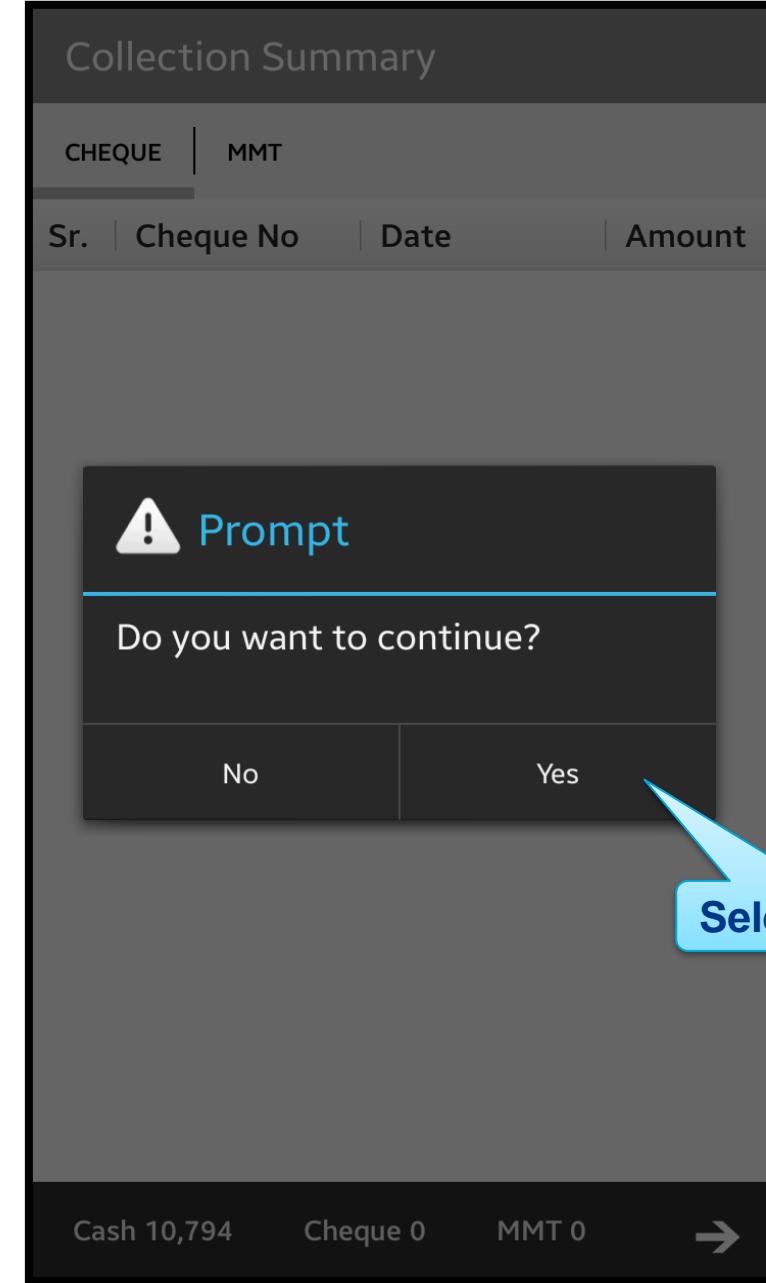
At this point
cash has been
collected in full

(18) Select button to
move forward to complete
the process of cash
collection

CASH COLLECTION



(19) Select this ➡ (forward) to complete the process of cash collection.

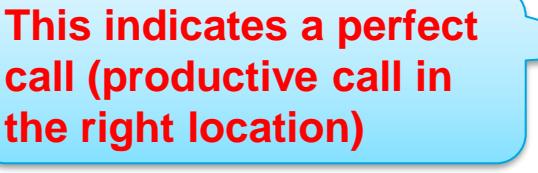


CASH COLLECTION

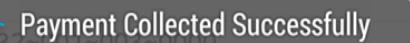
Customer Selection 

Master_Channel (ALL)	Channel (ALL)	ALL
Code/Name	District	
 TSE32~001~003~0000 0044		
MFON ()		
 TSE32~001~003~0000 0045		
ITORO ()		
 TSE32~001~003~0000 0041		
BRO PETER E ()		
 TSE32~001~003~0000 0042		
BRO UTIBE ()		
 TSE32~001~003~0000 0047		
BLESSING ()		
 TSE32~001~003~0000 0048		
HAPPINESS ()		
 TSE32~001~003~0000 0049		
JULIET ()		
 TSE32~001~003~0000 0050		

Total :32 Serviced :1  ...


This indicates a perfect call (productive call in the right location)


This indicates that transaction has been completed successfully.

 Payment Collected Successfully

SELLING TO UNSCHEDULED POPS

CONDITIONS BEFORE A DSR CAN SELL TO A POP NOT SCHEDULED FOR THAT PARTICULAR DAY OR ROUTE

1. DSR has to inform the FSM/TM and give substantial reason why he/she intends to change his beat
- 2 . The FSM has to give approval before the DSR can embark on this task
3. DSR has to be active before he can do that
- 4 . The route/section that he intends to change to has to be active from back office by the DTO.
5. This should only be done after Servicing all the scheduled POP for the day. If this is done at the wrong time, it will affect the PJP compliance of the DSR (there will be out of Sequence).

There are two ways to sell to POP that is not Scheduled a day- **Beat Selection and Add (+) button**

ADD[+] BUTTON

Customer Selection

ALL	ALL	ALL
Code/Name	District	
TSE32~001~003~0000 0041		
BRO PETER E ()		
TSE32~001~003~0000 0042		
BRO UTIBE ()		
TSE32~001~003~0000 0047		
BLESSING ()		
TSE32~001~003~0000 0048		
HAPPINESS ()		
TSE32~001~003~0000 0049		
JULIET ()		
TSE32~001~003~0000 0050		
IME AKPAN ()		
TSE32~001~003~0000 0059		
CAROLIN AQ. ()		
TSE32~001~003~0000 0052		
OGOCHUKWU ()		

Total :31 Serviced :1 + ...

(1) Click on
the '+' Sign

Customer Selection

ALL	ALL	ALL
Code/Name	District	
TSE32~001~003~0000 0041		
BRO PETER E ()		
TSE32~001~003~0000 0042		
BRO UTIBE ()		
TSE32~001~003~0000		
Add Customer		
New		
Existing		
TSE32~001~003~0000 0050		
IME AKPAN ()		
TSE32~001~003~0000 0059		
CAROLIN AQ. ()		
TSE32~001~003~0000 0052		
OGOCHUKWU ()		

Total :31 Serviced :1 + ...

(2) Select to add
from list of POPs.

ADD[+] BUTTON

Customer Selection		
ALL	ALL	ALL
	Code/Name	District
	CHUKWUDI ()	
<input type="checkbox"/>	TSE32~001~003~000000 07	
	RIGENA ()	
<input type="checkbox"/>	TSE32~001~003~000000 08	
	ABIGAIL ()	
<input type="checkbox"/>	TSE32~001~003~000000 09	
	EMEM NTA ()	
<input type="checkbox"/>	TSE32~001~003~000000 11	
	JULIANA ()	
<input checked="" type="checkbox"/>	TSE32~001~003~000000 12	
	IJIOMA ()	
<input type="checkbox"/>	TSE32~001~003~000000 13	
	ALIS EFFIONG ()	
<input type="checkbox"/>	TSE32~001~003~000000 14	
	MR SUNDAY ()	
<input type="checkbox"/>	TSE32~001~003~000000 15	

(4) Check/Tick
the Box to
select

(3) Search for
The POP



(5) Tick on The
Good Sign

Added POP.
Total has
increased to 32
from 31

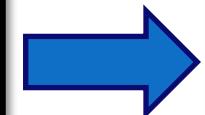
Customer Selection		
Master_Channel (ALL)	Channel (ALL)	ALL
	Code/Name	District
	0082	
	MRS EJIKE ()	
<input checked="" type="checkbox"/>	TSE32~001~003~0000 0083	
	IMA OBONG ()	
<input checked="" type="checkbox"/>	TSE32~001~003~0000 0084	
	DADDY FAVOUR ()	
<input checked="" type="checkbox"/>	TSE32~001~003~0000 0085	
	GLORY ()	
<input checked="" type="checkbox"/>	TSE32~001~003~0000 0086	
	MMA EKPO ()	
<input checked="" type="checkbox"/>	TSE32~001~003~0000 0087	
	ANIEFIOK SUPERMARKET ()	
<input checked="" type="checkbox"/>	TSE32~001~003~0000 0999	
	SHOP_SALES_0013_GRAB ()	
<input checked="" type="checkbox"/>	TSE32~001~003~0000 0012	
	IJIOMA ()	

Total :32 Serviced :1 + ...

BEAT SELECTION

(1) The quickest way to access Beat Selection page from Customer Selection page is to press the back button once.

Customer Selection		
ALL	ALL	ALL
	Code/Name	District
×	TSE32~001~003~0000 0041	BRO PETER E ()
×	TSE32~001~003~0000 0042	BRO UTIBE ()
×	TSE32~001~003~0000 0047	BLESSING ()
×	TSE32~001~003~0000 0048	HAPPINESS ()
×	TSE32~001~003~0000 0049	JULIET ()
×	TSE32~001~003~0000 0050	IME AKPAN ()
×	TSE32~001~003~0000 0059	CAROLINAQ. ()
×	TSE32~001~003~0000 0052	OGOCHI UKWU ()



Back Button is somewhere below here on the HHT

Beat Selection		
Week	Day	Beat Name
Week 4	Thursday	Week 4 Thursday
Week 4	Friday	Week 4 Friday
Week 4	Saturday	Week 4 Saturday
Week 5	Monday	Week 5 Monday
Week 5	Tuesday	Week 5 Tuesday
Week 5	Wednesday	Week 5 Wednesday
Week 5	Thursday	Week 5 Thursday
Week 5	Friday	Week 5 Friday
Week 5	Saturday	Week 5 Saturday
Week 6	Monday	Week 6 Monday

(2) Select the Beat where the POP will be on your PJP.

This is the active beat for the day.

BEAT SELECTION

Beat Selection

Today Beat : Week 6 Monday

Week	Day	Beat Name
Week 4	Thursday	Week 4 Thursday
Week 4	Friday	Week 4 Friday
Week 4	Saturday	Week 4 Saturday
Week 5	Thursday	Week 5 Thursday
Week 5	Friday	Week 5 Friday
Week 5	Saturday	Week 5 Saturday
Week 6	Monday	Week 6 Monday

⚠ Beat Change?

Do you want to change the beat to Week 5 Friday

No Yes

Total Beats : 25 04/12/2015 ...

Customer Selection

ALL	ALL	ALL
	Code/Name	District
X	TSE32~001~003~0000 0008	ABIGAIL ()
X	TSE32~001~003~0000 0058	A. K ()
X	TSE32~001~003~0000 0029	AKAMMA ()
X	TSE32~001~003~0000 0070	J. N ()
X	TSE32~001~003~0000 0046	EKA UWANA ()
X	TSE32~001~003~0000 0079	MERCY MICHEL ()
X	TSE32~001~003~0000 0013	ALIS EFFIONG ()
X	TSE32~001~003~0000 0034	MRS ANIETE. E ()

Total :26 Serviced :0 + ...

(4) Select the POP and Service the POP from the list.

NB: this will hurt you PJP compliance.

(3) Click Yes to confirm.

CREATING A NEW POP

Customer Selection

ALL	Code/Name	District
X	TSE32~001~003~0000 0041	
	BRO PETER E ()	
X	TSE32~001~003~0000 0042	
	BRO UTIBE ()	
X	TSE32~001~003~0000 0047	
	BLESSING ()	
X	TSE32~001~003~0000 0048	
	HAPPINESS ()	
X	TSE32~001~003~0000 0049	
	JULIET ()	
X	TSE32~001~003~0000 0050	
	IME AKPAN ()	
X	TSE32~001~003~0000 0059	
	CAROLIN AQ. ()	
X	TSE32~001~003~0000 0052	
	OGOCHUKWU ()	

Total :31 Serviced :1 + ...

(1) Click on
the '+' Sign

Customer Selection

ALL	Code/Name	District
X	TSE32~001~003~0000 0041	
	BRO PETER E ()	
X	TSE32~001~003~0000 0042	
	BRO UTIBE ()	
X	TSE32~001~003~0000 0047	
	BLESSING ()	
X	TSE32~001~003~0000 0048	
	HAPPINESS ()	
X	TSE32~001~003~0000 0049	
	JULIET ()	
X	TSE32~001~003~0000 0050	
	IME AKPAN ()	
X	TSE32~001~003~0000 0059	
	CAROLIN AQ. ()	
X	TSE32~001~003~0000 0052	
	OGOCHUKWU ()	

Total :31 Serviced :1 + ...

(2) Select to
create a new
POP.

Key things that may not be called out:

- * DSRs must complete all fields except e-mail and Fax that can be left open
- * Address lines must not contain more than 20 character. So they should be advised to use abbreviations and user second line
- * DSRs must select address 3, select the location closest to the POP in the list.
- * All new POP must be geocoded manually by clicking the Globe  icon at the bottom of the screen.

CREATING A NEW POP

Every information is important.

- FAX, ZIP and e-mail are optional
- Address 3 is key
- Date of birth refers to date of pop creation and not the customer's Date of birth

Add New Customer

Owner Id
Mr Festac

Outlet Subtype
NEIGHBORHOOD LOCKUPS S.. ▾

Address*
23 Road, X-Close

Festac Town

AJEGUNLE~FESTAC TOWN~A.. ▾

Birth Date
13/08/2020 ▾

City
Lagos

globe icon →

This should be the name of the store, not Owner's name

It is important that the right DISTRICT is selected here (Ask, if you don't know).

NB: Newly created POP must be approved by the TM (FSM) before you can capture sales for the POP (Notify Him/Her). You can capture such sales on the 'Shop Sales'

CREATING A NEW POP

Every information is important.

- **FAX, ZIP and e-mail are optional**
- **Address 3 is key**
- **Date of birth refers to date of pop creation and not the customer's Date of birth**

Add New Customer

State
Lagos

Zip
23401

Banner
Rank A

Trade Format
A

Perfect Store
Non-Merchandised

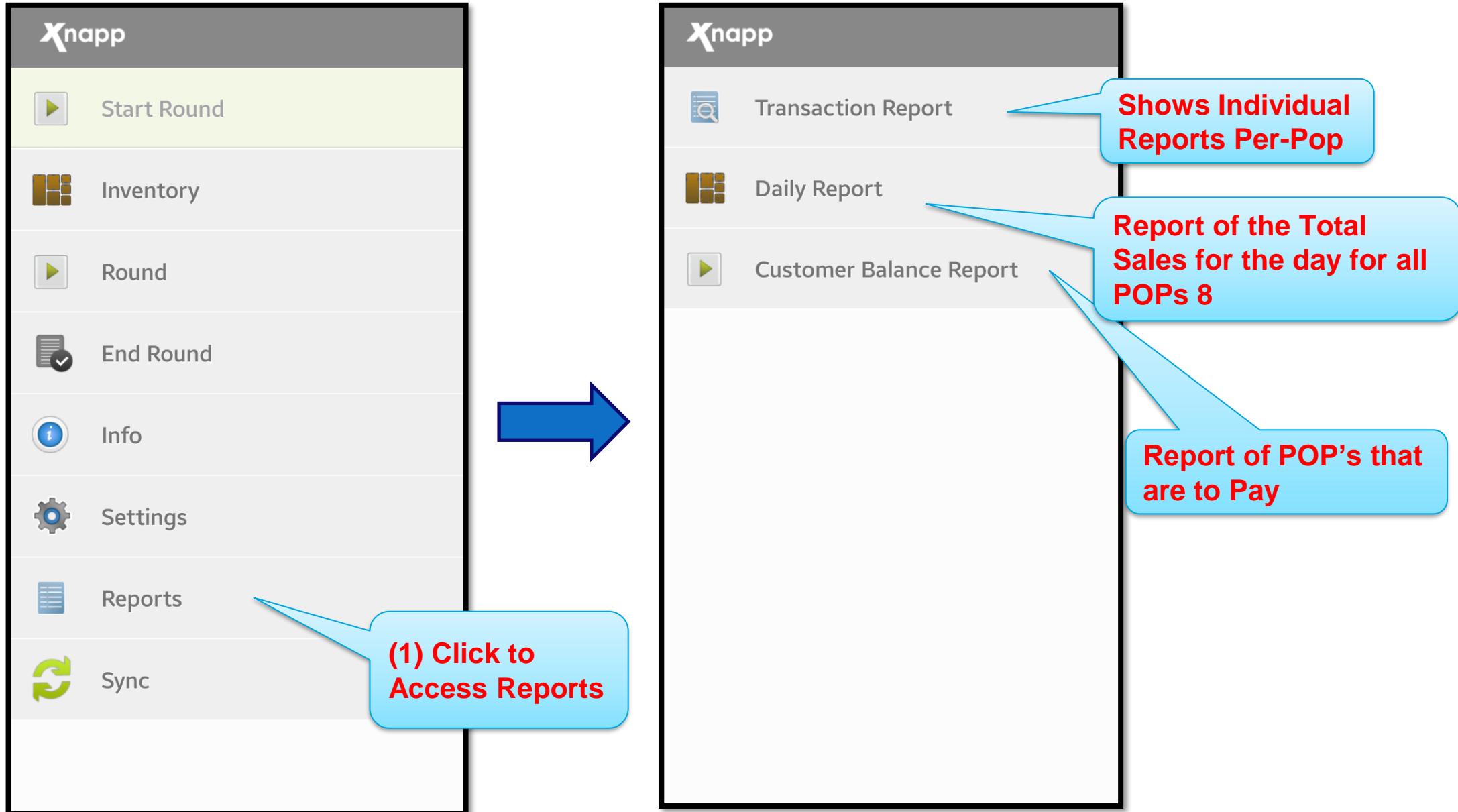
Classification
Urban

Email

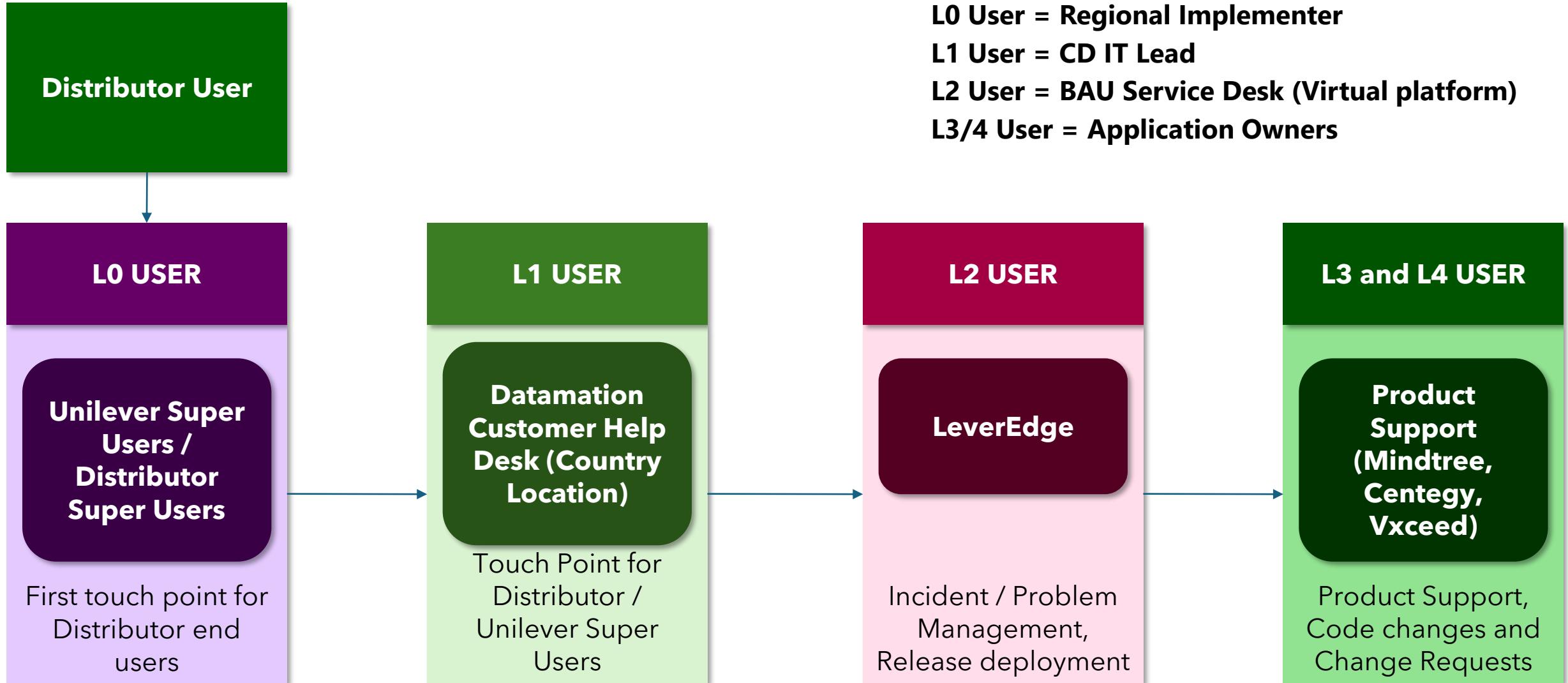
→

NB: Newly created POP must be approved by the TM (FSM) before you can capture sales for the POP (Notify Him/Her). You can capture such sales on the 'Shop Sales'

REPORTS

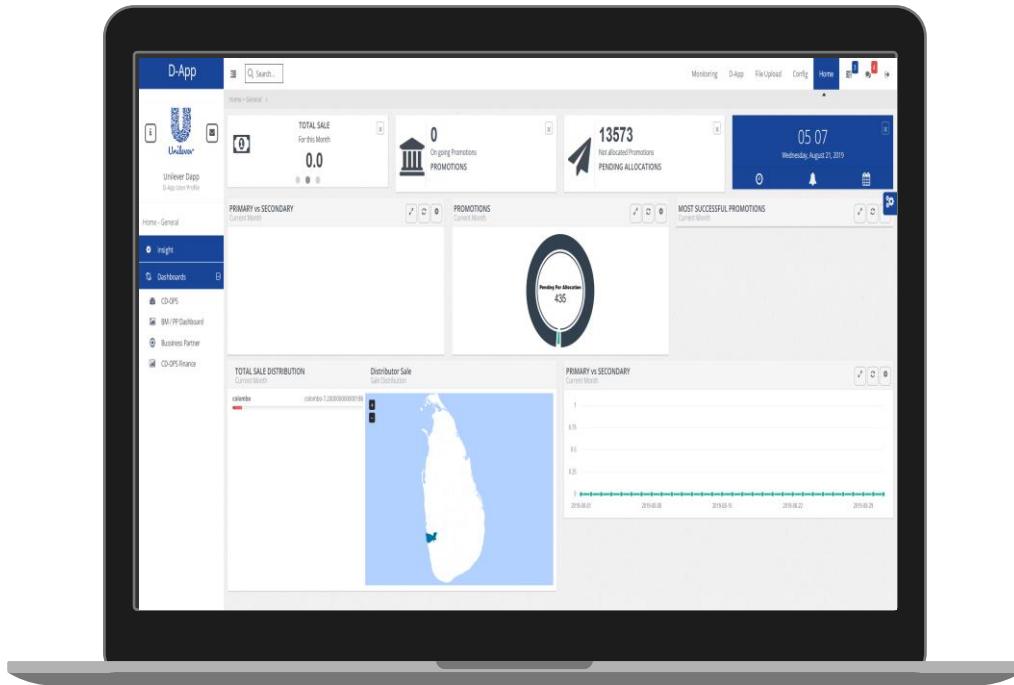


Great System Support is all about understanding the Issue Resolution Structure



LeverEDGE: As a tool for Strategic Planning

• • • •



DBR

JPB



What is a JBP

01

Collaborating with Business Partners to drive higher sales, sustainable profits and strong execution in market.

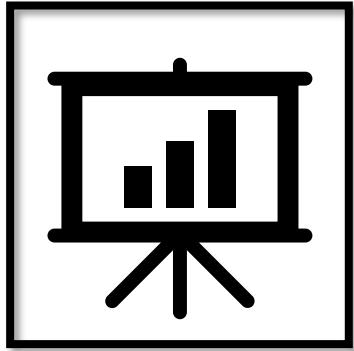
02

A common platform whereby Unilever and Business Partner sits down to discuss and agree on seizing mutually beneficial opportunities and principles to go about it.

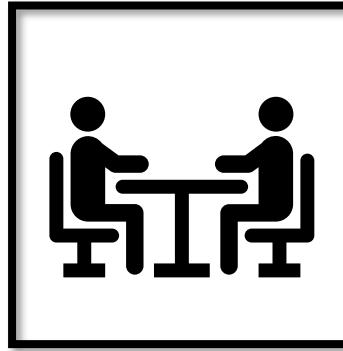
03

Unilever has a formal JBP framework created that links strategy to action, keeping in mind the best interest of all stakeholders which also includes service levels to trade.

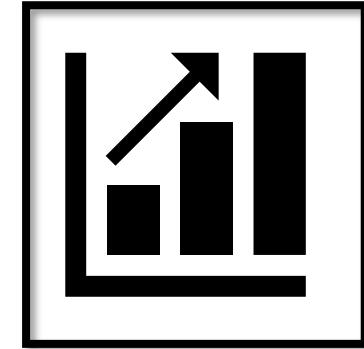
JBP Thought process



How do we drive Excellent In-store Execution across all tiers.



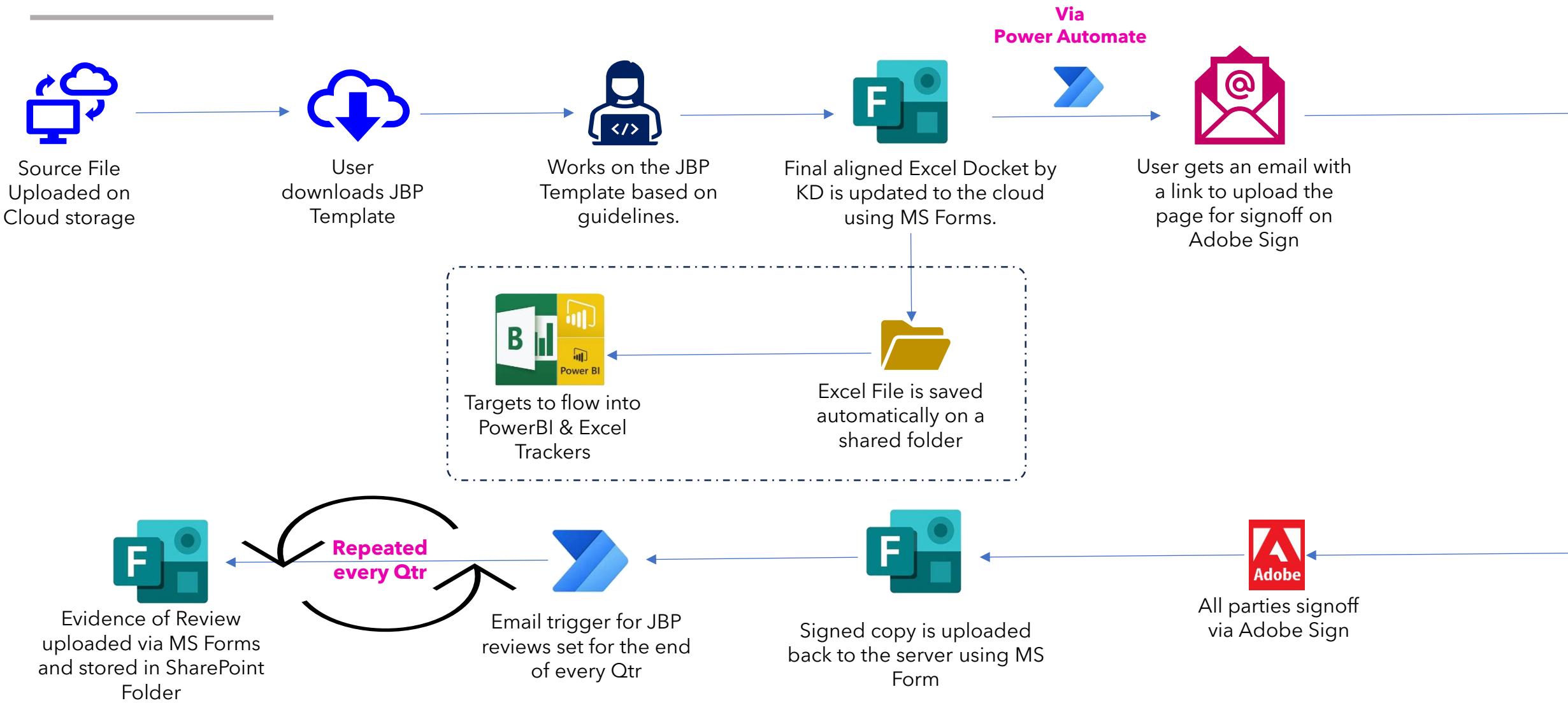
How do we drive improved engagement with the Customers?



How do we drive a sustained & profitable business for Unilever & the KDs?

All Information required for JBP are as extracted and defined via LeverEDGE

JBP Process Flow - Enabled via System Support aspect of LeverEDGE





LEVEREDGE
A Perfect Unilever Distributor