

WHY CHOOSE US

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We consider ourselves a dynamic broker agency. Our mission is to create operational excellence and value for our clients through critical sales and innovative marketing execution.

As your outside sales agency, it is our mission to leverage our proven expertise, integrity, and resources to create unparalleled value for your brand. We pride ourselves on a history of successes utilizing innovative omni-channel marketing strategies to get the most out of a collaborative effort.

OPERATIONS

- ✓ Forecasting & Promotions
- ✓ Customer Profitability
- ✓ Deductions Management
- ✓ Digital Planogram Views
- ✓ Marketing & Ad Plans
- ✓ Trade Funds Management
- ✓ Events & Deal Approval
- ✓ POS & Stock Status
- ✓ Account Resolution
- ✓ Deal Sheets & Presentations
- ✓ Retail Forms & Stock Status
- ✓ Planning & Replenishment

KEY INSIGHTS

We pride ourselves on a history of successes utilizing innovative omni-channel marketing strategies to get the most out of a collaborative effort. Fred O'Kasick Sales imports and distributes brands, invests in companies, manufacturers, and has even licensed brands such as James Dean and NFL properties. We continually put our own money on the line, to understand first-hand, the ever changing demands retailers put on growing a brand.



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CATEGORY COVERAGE

Fred O'Kasick Sales possesses a successful track record at executing all the factors that influence the categories we serve and manage.

- Planogram Strategic Development and Execution
- Data Analysis Reporting
- Market Segmentation and Research
- Merchandising and Promotional Excellence
- Trend Analysis

We are trusted thought leaders who create actionable insights from data (IRI, ShopperInsights.com, Nielsen, IRI, NPD, ECRM). Fred O'Kasick Sales possesses a successful track record at executing all the factors that influence the categories we serve and manage.

MAKING YOU PROFITABLE

KNOWING THE RETAIL TRADE