WINE INDUSTRY TECHNOLOGY SYMPOSIUM
THIS IS NOT SALES TRAINING!
How to accelerate sales performance

1. Stop depending so much on your distributors
2. Leverage the 80/20 Rule
3. Measure the right things
4. Hold people accountable for results
MANY TRIVIAL TASKS

80% OF TIME EXPENDED

FURTHER

20% OF RESULTS

20% OF TIME

80% OF RESULTS
Top 1,000 Wine Brands by Unit Sales

Source: Nielsen 52-weeks ending July 14, 2018
Volume GROWTH among the top 1000 Wine Brands

Source: Nielsen 52-weeks ending July 14, 2018
Unit Sales by Manufacturer

Source: Nielsen 52-weeks ending July 14, 2018
Unit Sales of Wines in a Can

Source: Nielsen 52-weeks ending July 14, 2018
Source: Nielsen 52-weeks ending July 14, 2018
Unit Sales of Armenian and Bulgarian Wines

Source: Nielsen 52-weeks ending July 14, 2018
Source: Consulting client of SCG (iDig)

1,100 accounts bought LY but not TY
Top 500 Distributor Sales Reps, YTD Volume, total US

Source: Consulting client of SCG (iDig)
Typical Allocation of Effort

- Potential
- Effort

<table>
<thead>
<tr>
<th>Rank</th>
<th>Potential</th>
<th>Effort</th>
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<tbody>
<tr>
<td>Top 10%</td>
<td>25</td>
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</tr>
<tr>
<td>2nd 10%</td>
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<td>9th 10%</td>
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<tr>
<td>10th 10%</td>
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Whatever you measure, you’ll get more of

Old School
- Shipments
- Depletions
- Accounts Sold
- POD
- # sales calls

New School
- Sales per POD (velocity)
- POD in target accounts
- # of engaged accounts
- Market penetration
- RWIRP
Thank you!

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