



## OUR EXPERTISE AT STATOPEX: FIELD MARKETING!

Your point of sale is our workplace. It's the frontline, where we strive to ensure total implementation of your marketing strategies and tactics, to help you see, hear and sense opportunities that lie ahead. Our timely analyses and reports provide you with concrete, tangible observations / evaluations and actionable recommendations that are directly linked to your strategies.

A few of our activities:

- merchandising
- mystery shopping
- distribution analyses
- sales order taking
- advertising and promotional program execution

*Statopex is based on the combined results of two field marketing experts with over 40 years experience in retail sales and customer service: Daniel Chailler and Jeff Wright – two seasoned strategic thinkers and powerful marketing tacticians. Together, they strive for excellence and the total satisfaction of their clients.*

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**Statopex**  
*Field Marketing*

LOOK

LISTEN

BE AWARE

**STATOPEX YOUR IDEAL PARTNER  
TO HELP ACHIEVE YOUR  
MARKETING OBJECTIVES.**

## EXECUTION SERVICES

### *ENSURING YOUR PRODUCT IS IN THE RIGHT PLACE AT THE RIGHT TIME.*

If you'd like to maximize the return on your advertising, promotional and merchandising investments, Statopex is the obvious choice. Our specialists – hundreds of them, all across Canada – will support, or could even become your sales force as needed, to flawlessly implement your marketing program, thereby optimizing your marketing & sales budgets.

We operate all across Canada, in all areas of retail sales and service. Our mandates are many and varied:

- merchandising
- sales order taking
- distribution and installation of promotional material
- sales support for new product launches
- product recalls



## FIELD AUDITING

### *WE'LL ANALYZE THE IN-FIELD EXECUTIONAL EFFECTIVENESS OF YOUR MARKETING STRATEGIES – AND THOSE OF YOUR COMPETITORS.*

Your products aren't alone on the shelf. Thankfully, we're here to assist in the development of strategies you need to carve out a niche in the marketplace.

Our field auditing experts specialize in collecting information that is critical for your sales & marketing managers and decision-makers. Our reports are like snapshots of the marketplace, helping you act quickly, precisely and effectively. Our experts conduct many types of crucial audits, including:

- category distribution analyses: plan-o-grams, pricing, distribution levels, out-of-stocks
- promotional snapshots: POS penetration, product availability and inventory levels
- competitive evaluations
- customized audits



## MYSTERY SHOPPING

### *YOUR CLIENTS ARE ASSETS YOU MUST PROTECT.*

Our mystery shoppers help you evaluate your customer service and track it over time, while comparing it to your competitors'.

Following our visits, we'll provide you with a precise, detailed report enhanced with powerful, actionable information. The result: powerful customer perception information about the following:

- refining your company's customer service standards
- effectiveness evaluation of field training programs
- employee performance tracking between visits
- verification of corporate policy adherence
- delivery of advertising promises
- evaluation and comparison of competitive customer service

# LOOKLISTENBE AWARE

Statopex: a dedicated partner with experience. Let us be your eyes, your ears and your sixth sense in the field.