



Achieving Fact-Based Contract Programs

2019 AFS USER CONFERENCE

*“Enhancing the Value of Today’s Consumer Goods Manufacturers and
Distributors Through Advanced Analytics - WiiFM”*



Speaker Introduction

Aaron Catalanotte,
Sales Systems Manager, Foodservice Division

Aaron has 17 years of combined service between Nabisco, Kraft and Mondelez, 15 of which were specifically supporting Foodservice in various roles ranging from Customer Service to Key Account Management & Sales District Leadership.



Agenda

Objectives

The Sales Team – Key Requirements and Expectations

Meet Comp - Requirements

Designing the Process

Hurdles

Benefits

Objectives



Ability to make strong business decisions throughout the entire process.



Starting Point:
Zero Base Budgeting

Spends are closely monitored and must tie out to specific spend budgets
Financial validations – Full P&L is run for every contract submitted
P&L's get signed off by Brand Managers prior to approval

The Sales Team – Key Requirements and Expectations



Company Culture

- Sales “owns” the customer which means owning the end to end contract management process.
- Top Down Support: Process adopted from Finance leadership to CVP & Sales Leadership



Competitive Information

- Meet Comp is required for every contract submitted at the product level, no exceptions!
- Dually signed HQ programs captured in TPM, attached documents.



Volume Estimates

- Strongly urge accurate volume estimates for approval

Meet Comp - Requirements

00110022 - Block Party - Pepper

Competitive Information

Competitor Brand Name	Special Stuff	Competitor Product Name	Triple Pepper
Deviation Type	Rate 4.00	Cost to Customer	20.00
Competitor Name	ABC Company	Product SKU	
Offer Program Type	Billback	Communication Type	Verbal via Phone
Competitive Source	Customer	Communication Date	04/05/2019
Notes	Max Characters Allowed 255 Count 0	Communication Details	Max Characters Allowed 255 Count 0

Close Save

**Competitive Information will be added to Excel Offline Pricing with a future release for ease of entry

Meet Comp - Requirements

Users also have the option to provide Competitive Information as an attachment in the contract.

Foodservice Contracted Sales Allowance Meet Comp Template							
Contractee Name:							
MDLZ Sales Representative:							
Deviation Type	Choose One	Competitive Source	Choose One	Communication Type	Choose One	Communication Date	
Mondelez Pricing				Competitive Pricing			
12 Digit MFG SKU	SKU Discreption	Deviation	MDLZ List Price	Competitive Company Name	Competitive Product Name	Competitive Discount	Case Price to Customer

Reports & Attachments | History | Claims 0 | uClaims 0

Attachments

Upload Type: File


Select File: Choose File | No file chosen

Attachment Name: Save

TYPE	ATTACHMENT NAME	EDIT	SIZE
xlsx	Meet_Comp_Information_for_Reno_Roadhouse	Edit Delete	9 KB

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Building the Process



How do we achieve compliance?

Contract Requirements

- Minimum Volume thresholds for contracts
- Documentation & Volume Estimates

Finance & Brand Managers Approval of all Contracts

- Approval needed for every new and amended contract
- Sales leadership has little say IF financials do not work

What happens if sales does not have the information?

Contract will not be approved until compliance is achieved

- Supported by Internal Audit Controls

Potential Hurdles



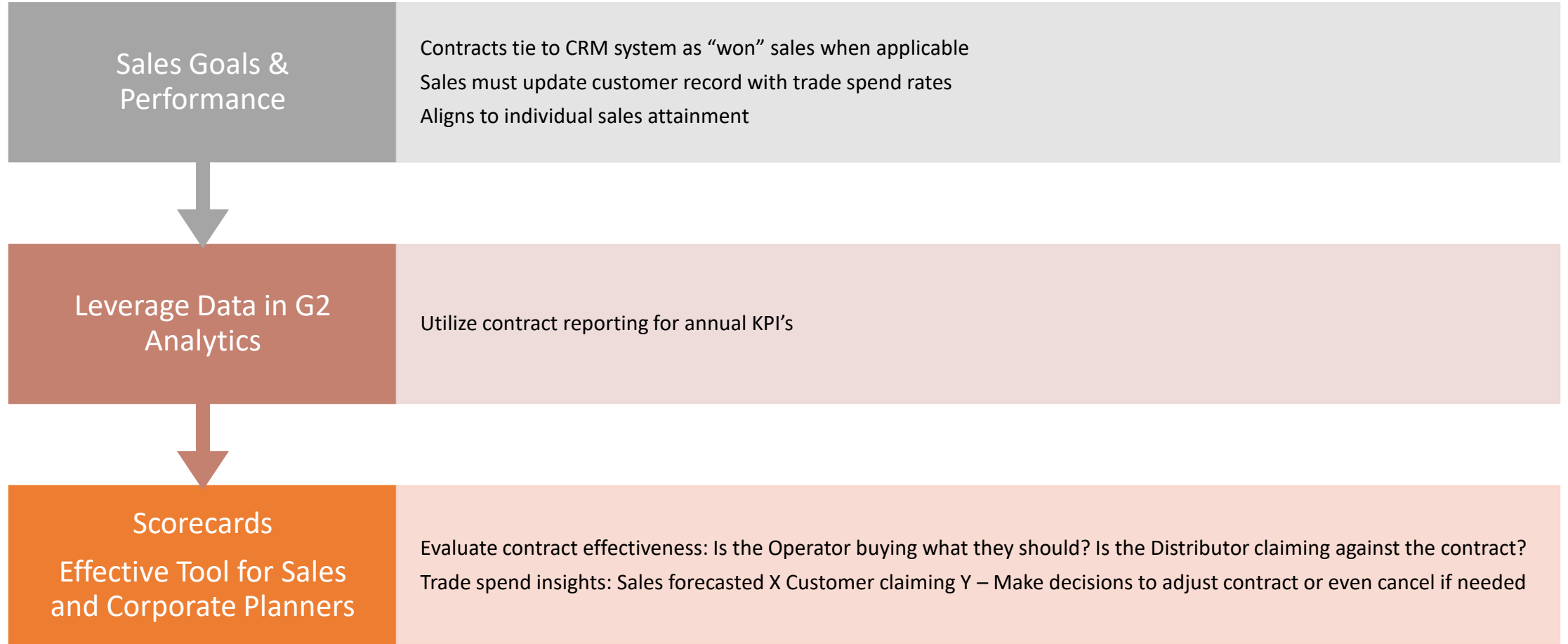
Do you expect this to affect timely contract entry?

- No, Sales is aware of the process
- Expectation is to have necessary documentation timely

Will sales stop entering contracts?

- No, if they want to complete their sale they comply

Benefits



THANK YOU!

Q & A

Next Session: GPO's Managing Against Your Direct Contracts



Microsoft



ZEBRA

Honeywell