Welcome to Repsly U!

We are excited to talk to you about **The Power of Audits**. We are going to walk you through the following:

- What is a Retail Audit?
- Why do a Retail Audit?
- What are the benefits of a Retail Audit?
- How often should you do a Retail Audit?
- Example 1: Retail Audit
- Category Level Audit
- Retailer-Specific Audit
- Example 2: Competitive Audit
- Example 3: Demo Audit

Pairing the functionality of the Repsly software with your business goals can yield impressive results. For example, some of us have come to fear the word audit, but in Repsly, there is no reason to fear the word. Instead, think of it more as a powerful assessment tool!

Audits in Repsly to coordinate your objectives and gain valuable information, moving you toward more successful reporting.
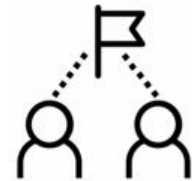
What is a Retail Audit?

What is a Retail Audit?

Retail Audits assess **product health** with the use of data.

It can verify information such as:

- In-store Compliance
- Pricing Accuracy
- Competitive Intelligence

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Why do a Retail Audit?

Why do a Retail Audit?

To gain in-store **intelligence**! Information you can collect from a retail audit includes:

- Stock levels
  - On shelf
  - Backstock
- Planogram compliance
- Damaged products
- Sales velocity
- Pricing structure
- Visual Merchandising
- In-store display conformity
- Competitor evaluation

PLANOGRAM

KEY

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What are the benefits of a Retail Audit?

What are the benefits of a Retail Audit?

Retail audits can help businesses **manage stores and products** from the office. The view from the 4th floor of a corporate building does not reflect the scene from the store.

- Brand compliance
- Anticipate demand
- Avoid errors (stock levels, pricing, etc.)
- Spot retailer trends
- Support future negotiations

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How often should you do a Retail Audit?

How often should you do a Retail Audit?

There is no **EXACT** answer to this question, but a quarterly basis will allow you to see trends throughout the year.

If you have seasonal items, holiday products, promotions, or campaigns, this timeline may need to be performed around those events. However, if you carry the same stock throughout the year, you can space it more liberally.

As with everything (from saving money to meal planning to changing a baby's diaper), you are better off being **PROACTIVE**.

Reactive
Proactive

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Example 1: Retail Audit

Example 1: Retail Audit

The Retail Audit will be used for SKU or product-specific questions. Examples of Retail Audit questions are as follows:

- Available
- Promoted
- Unit Price
- Stock
- Is there the correct amount of stock as shown on the Planogram?
- Number of facings
- Is the price correct?
- Promotion Price (if applicable)
- Number of damaged products
- Is there an in-store display?
- Notes/Comments

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Retail Audit: View from the Mobile App

Retail Audit: View from the Mobile App

Brad Pittbull Chew Toy
ID BPCT

Available
☑ Yes   ☐ No

Promoted
☐ Yes   ☒ No

Unit price
12.99

Stock
25

Comment
They added an extra display for dog sunglasses.

Is there the correct amount of stock as shown on the Planogram? *
Yes, correct amount of stock

Is there the correct amount of stock as shown on the Planogram? *
Yes, correct amount of stock

Number of facings *
3

Is the price correct? *
☑ Yes   ☐ No

Promotion Price (if applicable)
11.49

Number of damaged products *
0

Is there an in-store display? *
☑ Yes   ☐ No

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Category Level Audit

Category Level Audit

For those companies that have numerous SKUs, they could do a Category Level Audit.

Let's say we have a company that resides in six different departments in a store. They would want to divide their audits by category. This would focus their efforts on those specific products.

For example:

- Frozen Audit
- Beverage Audit

Retailer-Specific Audit

Retailer-Specific Audit

For those companies that have numerous Retailers, they would want to do a Retailer Specific Audit.

Let's say we have a company that visits several retailers. They would want to divide their audits by retailer. This would focus their efforts on specific products at specific retailers.

For example:

- Target Audit
- Kroger Audit
- Wawa Audit

Example 2: Competitive Audit

Example 2: Competitive Audit

Examples of Competitive Audit questions are as follows:

- Available
- Promoted
- Unit Price
- Stock
- Number of facings
- Promotion Price (if applicable)
- Is there an in-store display?
- Document any buzz you may have heard about the product
- Notes/Comments

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Competitive Audit: View from the Mobile App

Competitive Audit: View from the Mobile App

Aggressive Alligator Chew Toy

ID AACT

Available

☑ Yes ☐ No

Promoted

☐ Yes ☒ No

Unit price

13.99

Stock

10

Comment

Two people bought this while in the store.

Number of facings

1

Promotion Price (if applicable)

12.00

Is there an in-store display?

☐ Yes ☒ No

Document any buzz you may have heard about the product

This toy is what catnip is to cats! They can't keep it in stock. Rumor has it that it tastes like filet mignon and toddlers.

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Example 3: Demo Audit

Example 3: Demo Audit

Examples of Demo Audit questions are as follows:

- Available
- Promoted
- Unit Price
- Stock
- Number of facings
- Promotion Price (if applicable)
- How many did you sell?
- Notes/Comments

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Demo Audit: View from the Mobile App

Demo Audit: View from the Mobile App

Molly Ringworm Chew Toy
ID MRCT

Available
☑ Yes ☐ No

Promoted
☑ Yes ☐ No

Unit price
13.59

Stock
23

Number of facings
4

Promotion Price (if applicable)
11.99

How many did you sell?
12

Comment
The dogs seemed very interested in the shape of this toy. The little rings were great for small dogs. The big rings were especially hard for big dogs. Two dogs stole samples.

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How to Prepare a Retail Audit in Repsly

The easiest way to prepare a **Retail Audit** is by following this order of operations:

1. Create **Product Groups**.
2. Add **Product Lists** to the product groups.
3. Build the **Retail Audit** and add the product groups to it.

Create a Product Group

Product Groups can help you better organize your product list and keep even better track of them.

1. Click **Settings** > select **Products**.
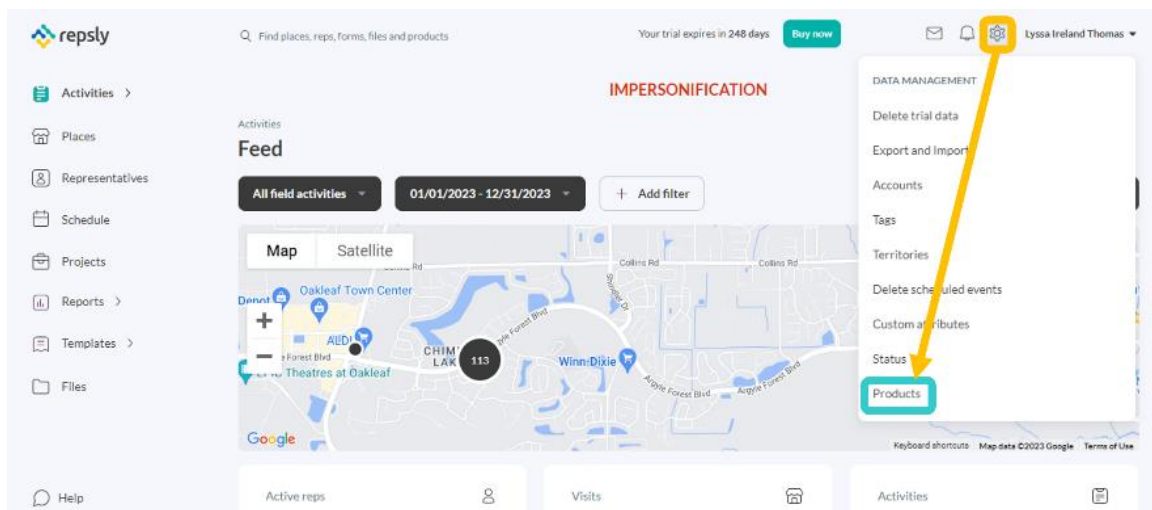
2. Click **+ New Product**.
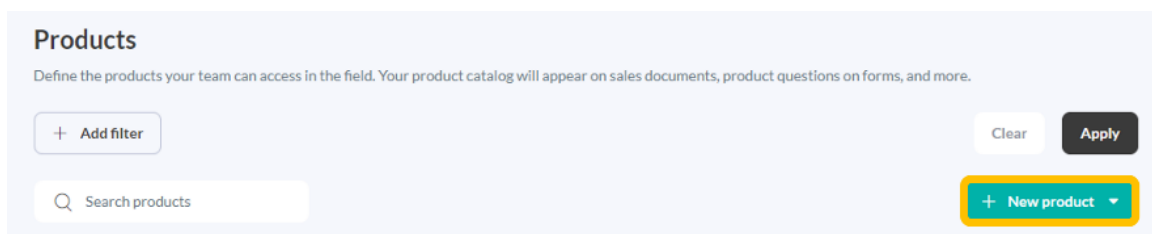
3. Enter the following mandatory information:

   a. **Name**

   b. **ID**

   c. **Default Price** (can be left at 0.00)

d. Click **Save** or **Save and Add Another**.

4. Scroll down and click **Manage Product Group**.

5. You can **Add a Product Group** as follows:

    a. Add to an **Existing** Group:

        i. Select an **Existing Group**.

b. Add to a **New** Product Group:

i. Click **+ New Product Group**.
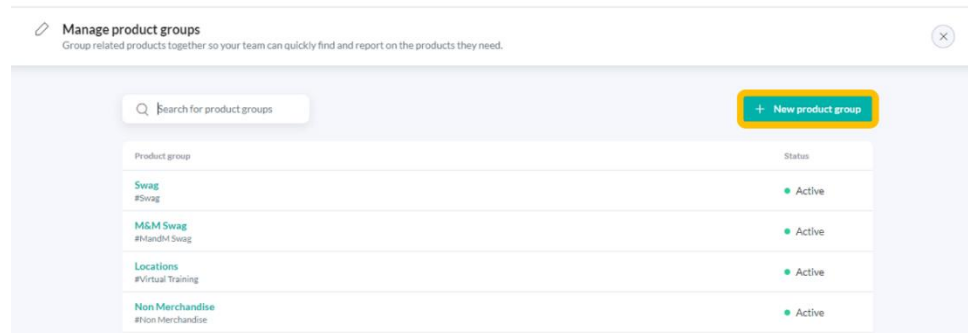
ii. Enter the **Group Name**

iii. Enter the **ID** (**NOTE:** The p*roduct group ID is limited to 20 characters, including the spaces).*

iv. Click **Save** or **Save and Add Another**.

6. **Close** the window.

Import Product List

1. Click **Settings** > select **Products**.
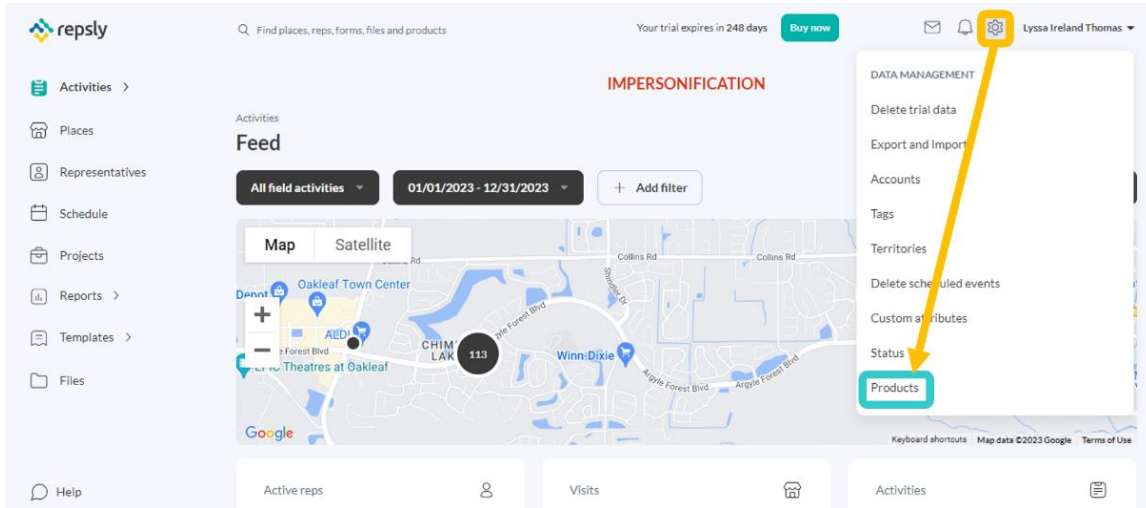
2. Click **+ New Product** > select **Import Products**.
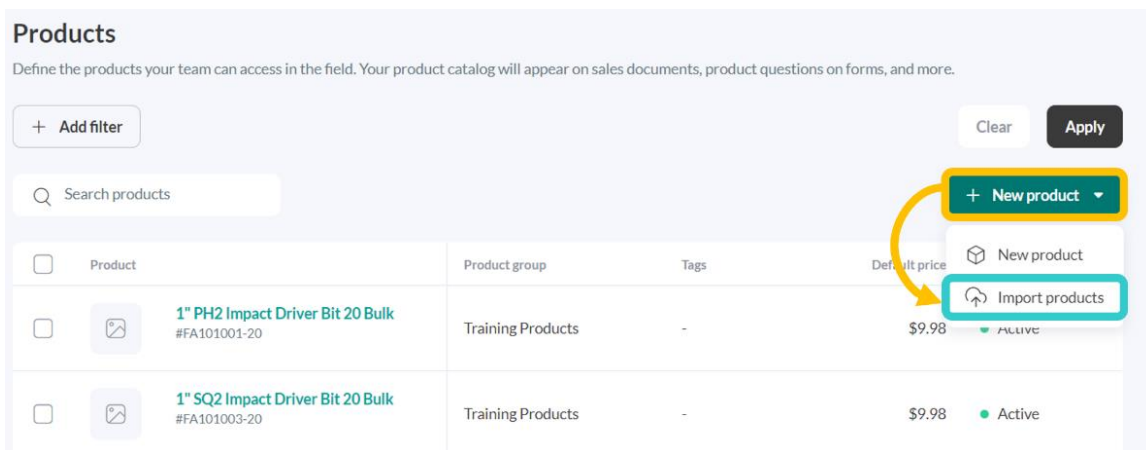
3. Click **View Sample**.
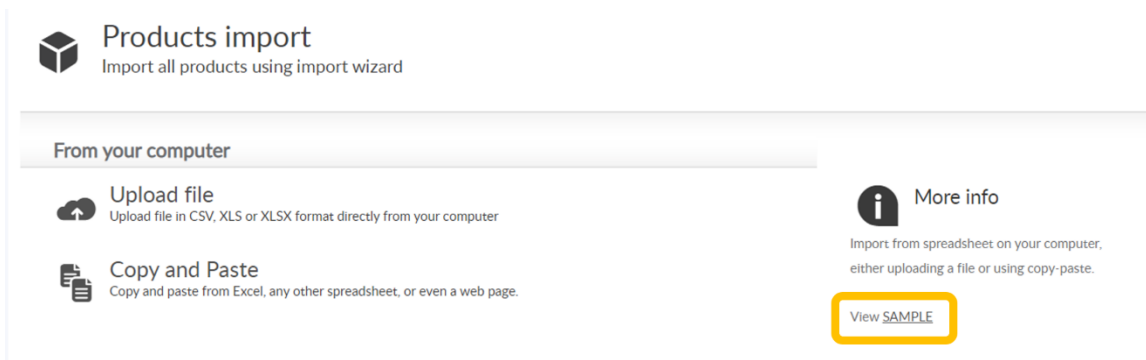
4. Click **Download Sample Data Here**.

5. Click **OK** to close the window.

6. Save the template.

Add Data to the Template

1. Once the sample template is open, you will see that **three rows have been completed.** These are data-entry examples.

ID	Name	Product Group ID	Product Group	Barcode	Unit price	Note	Active	Tag	Image URL
9588755	Crestorm IPA	1	Beer		3	Incredibly refreshing beer	true	beer, beverage	https://images.unsplash.com/pho
9588756	Calfia Cold Brew	1	Beer		4	Slightly hazy with a gorgeous creamy white head	true	beer, beverage	https://images.unsplash.com/pho
9588757	Flensburger Wasser	1	Beer		3,99	Balanced and enjoyable	true	beer, beverage	https://images.unsplash.com/pho

2. Either hand enter or copy/paste your data to match the formatting of the sample data.

    *   **Mandatory** Fields:
        *   ID
        *   Product

3. Once you have your completed data, **delete the three rows** at the top of the template.

4. **Save** the file.

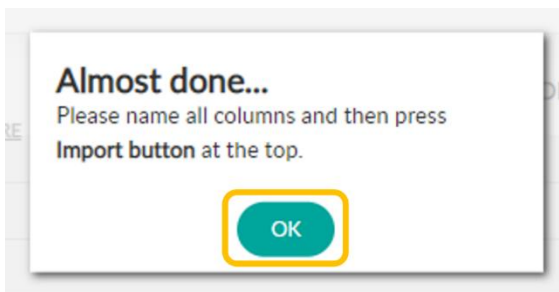| ID	Name	Product Group ID	Product Group	Barcode	Unit price	Note	Active	Tag	Image URL
SSCT	Slimy Snail Chew Toy								
LCT	Labradoodle Chew Toy								
DS	Dog Sunglasses								
MRCT	Molly Ringworm Chew Toy								
SJBCT	Sarah Jessica Barker Chew Toy								

Upload the Template

1. Click **Upload file**.
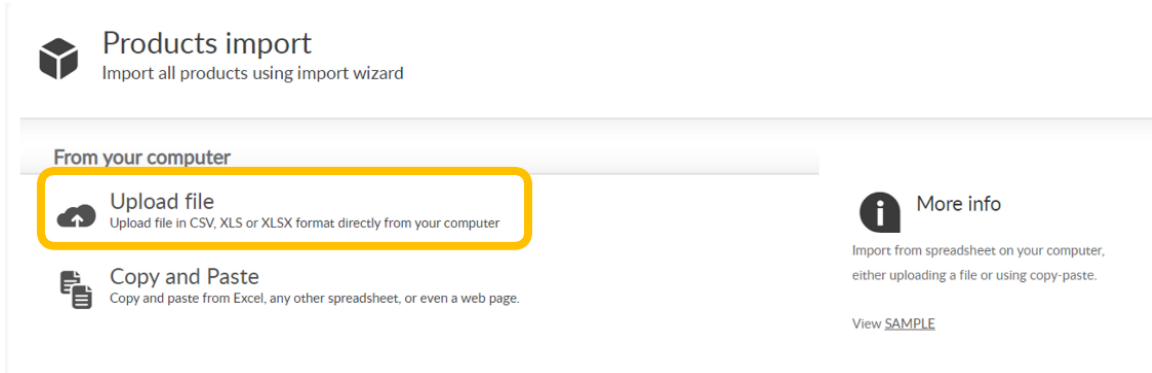
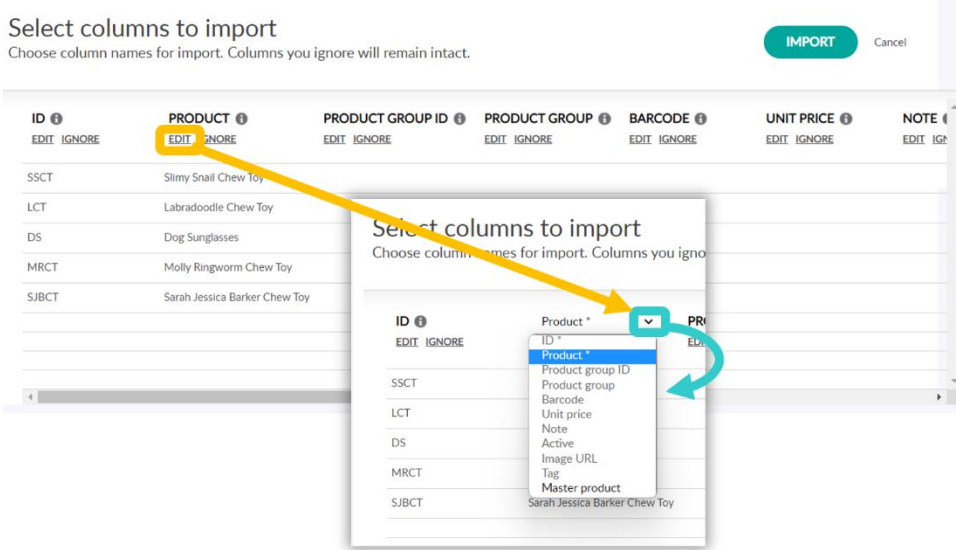

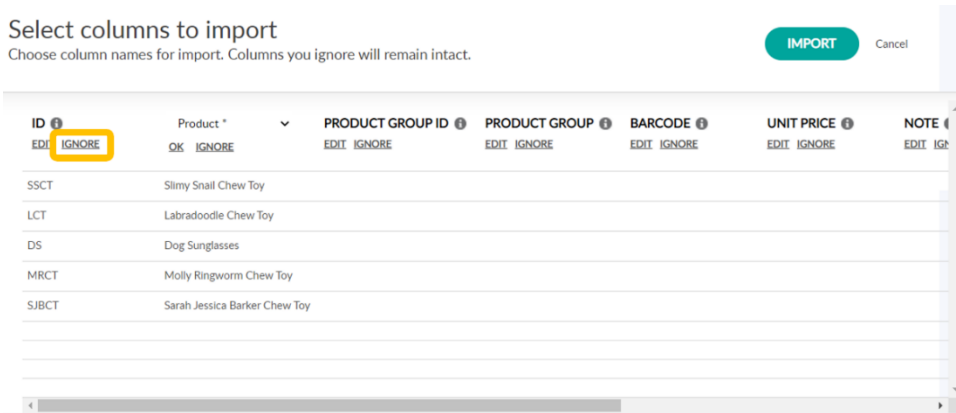2. Click **Choose File** > select the file > click Open > click **Upload File**.
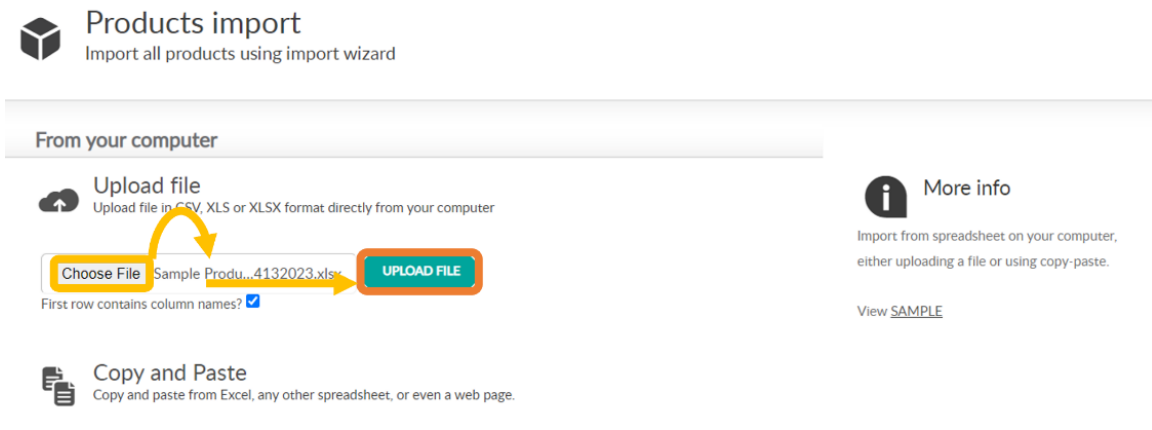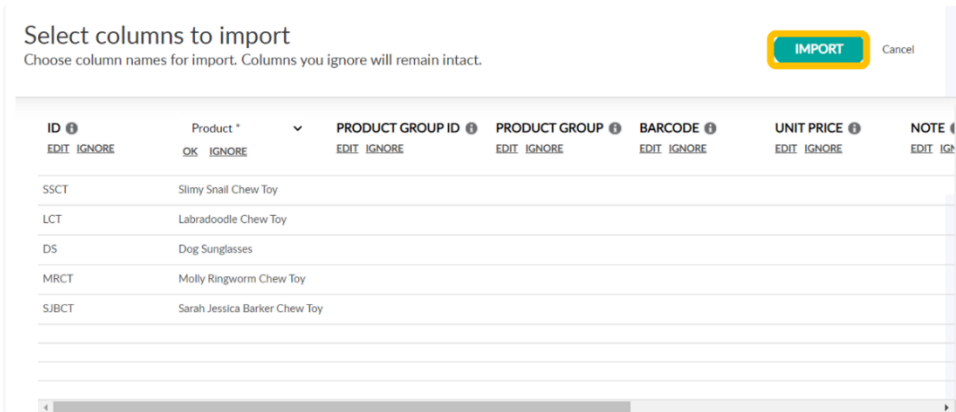

3. Click **OK**.

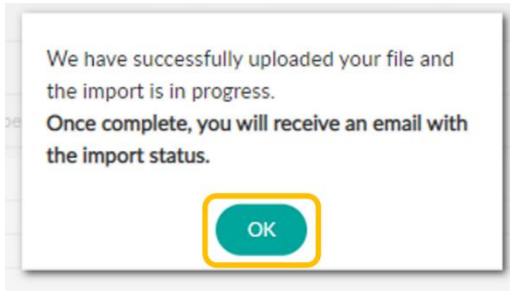4. If you need to change your header name, click **Edit** > **down-arrow**.

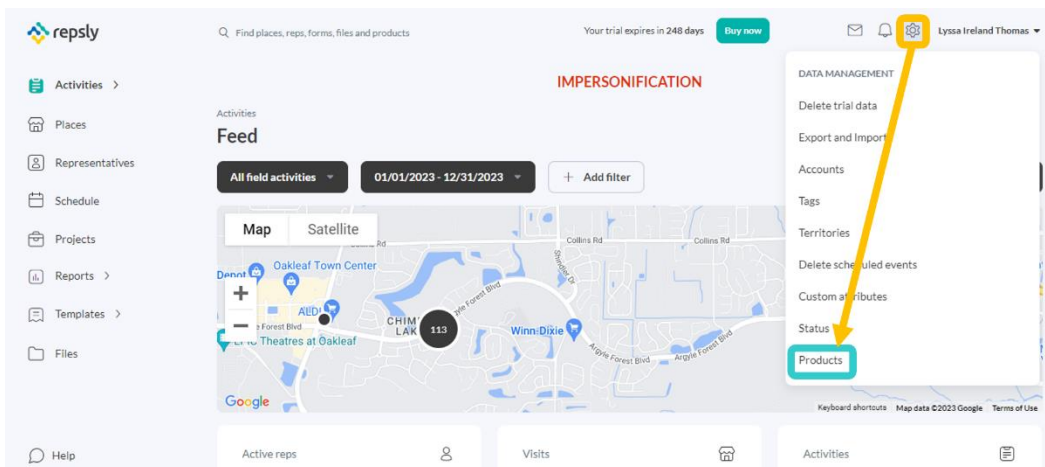5. Click **Ignore** if you do not want to import that column.

6. Click **Import**.
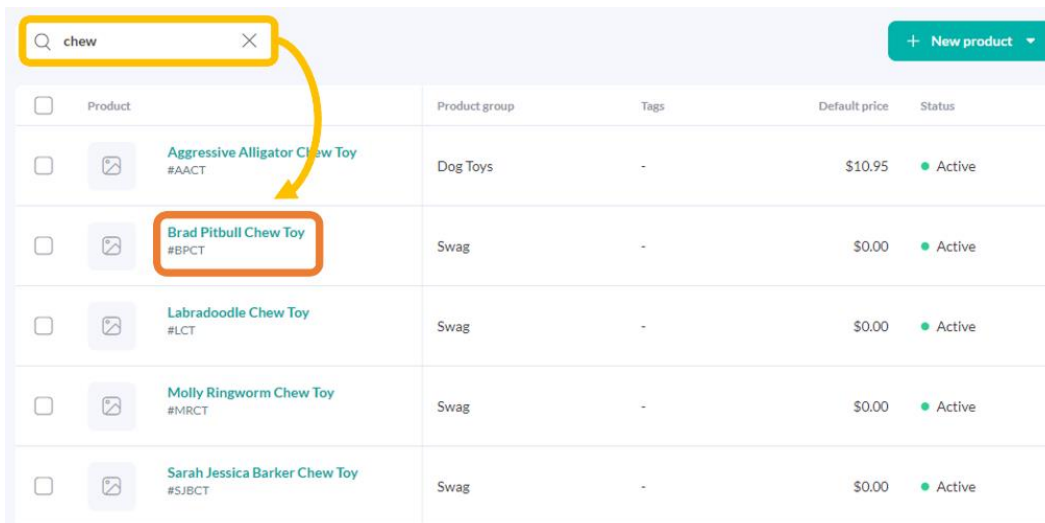
7. You will receive a progress message. Click **OK**.

We have successfully uploaded your file and the import is in progress.
Once complete, you will receive an email with the import status.

OK

Add Existing Products to the Product Group

1. Click **Settings** > select **Products**.

2. **Search** on the product > click the **product** you want to assign to your New Product Group.

3. Scroll down and click the **Dropdown Menu**.

4. Select the **Product Group** > click **Save Changes**.
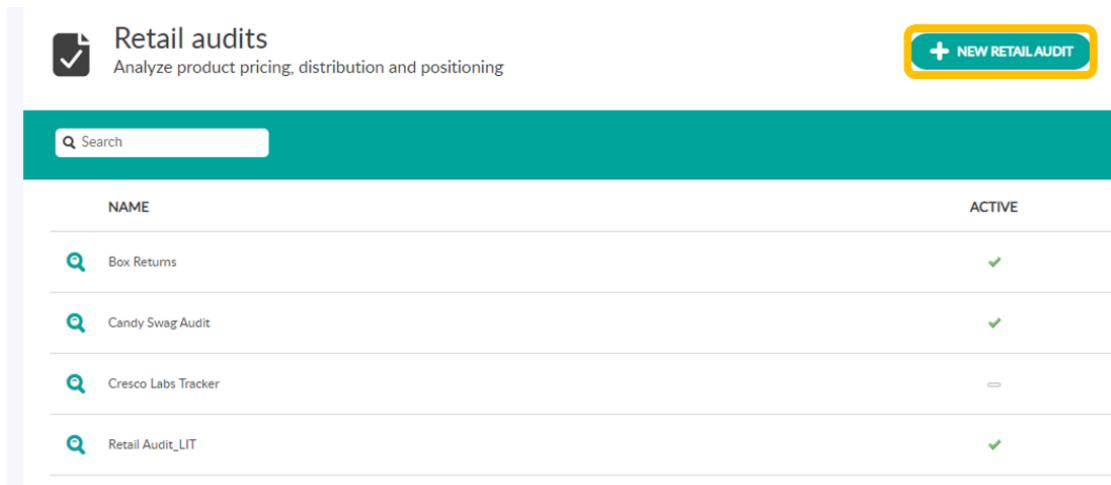
Creating and Assigning a Retail Audit

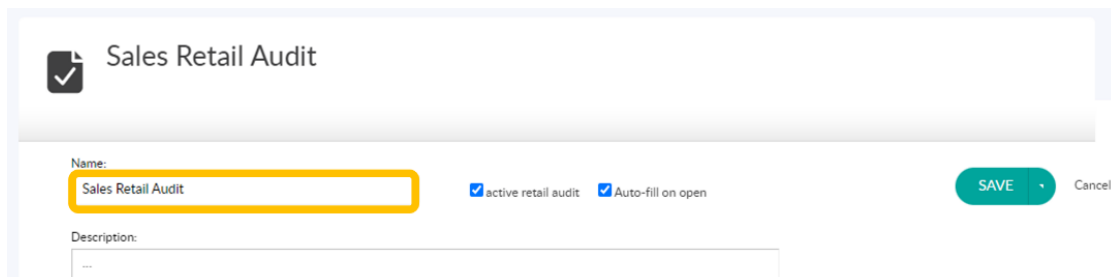**Retail Audits** allow you to collect and answer questions about your products in the store

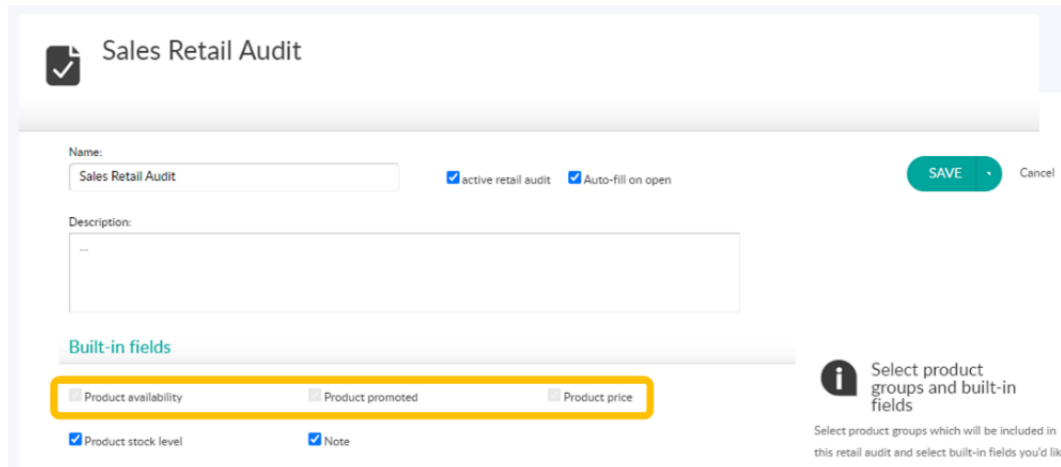1. Click **Template** > select **Retail Audits**.
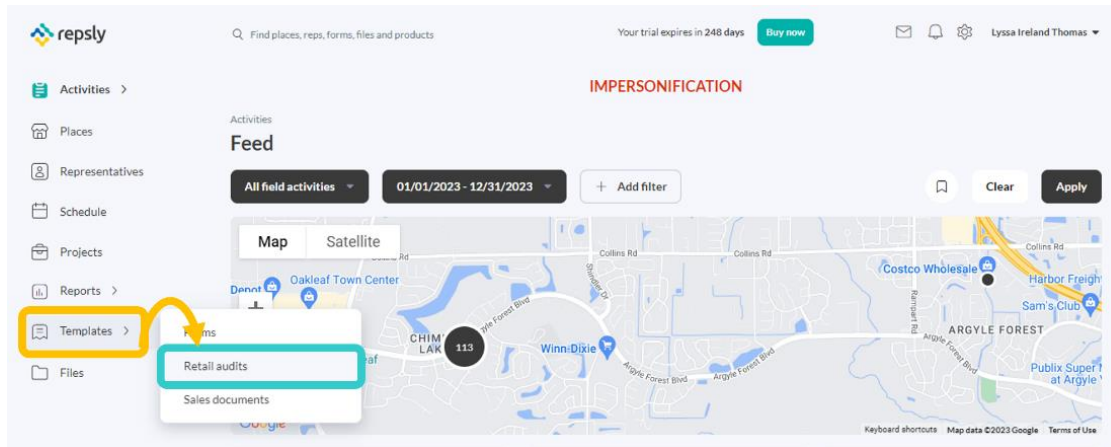
2. Click **+ New Retail Audit**.

3. **Name** the audit.

4. The following fields are **built-in**:

    a. Product Availability

    b. Product Promoted
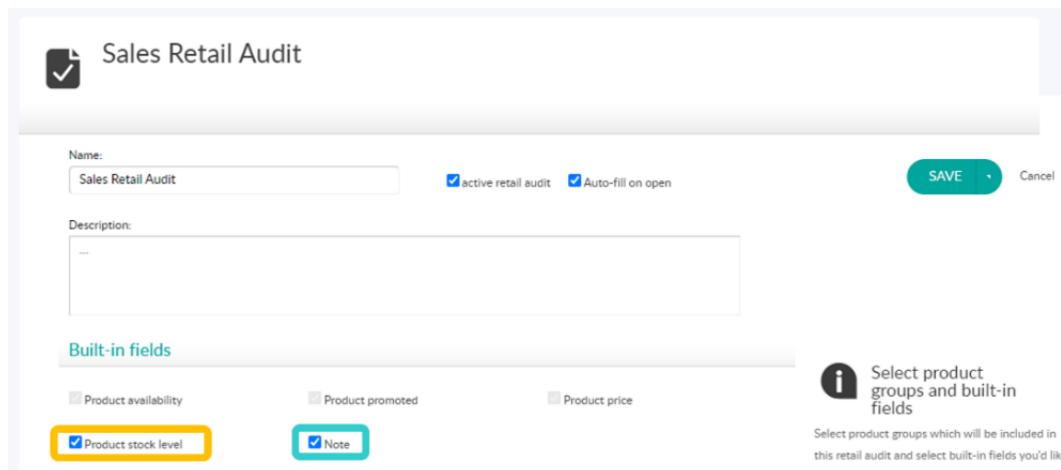
    c. Product Price

5. You can select the following fields:

    a. Product Stock Level

    b. Note

6. You can ask specific custom questions your reps want to answer (for example, "How many customers purchased this product during your demo?"). Click **+ Add New Field**.

Set retail audit accessibility

Connected to places with any of these tags:
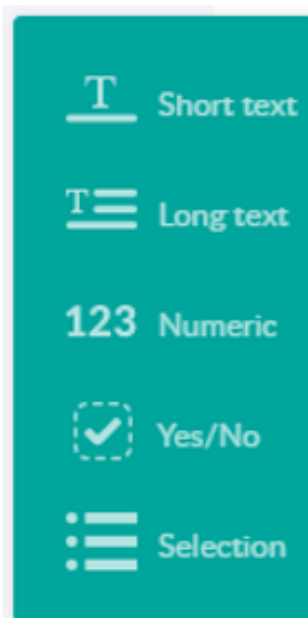
| All places | Start typing a place tag |

Visible to these reps:

| All reps | Start typing rep's name |

Questions & input fields

Add new field

7. Select one of the following question types:

    a. Short Text

    b. Long Text

    c. Numeric

    d. Yes/No

    e. Selection

T   Short text

T≡ Long text

123 Numeric

☑   Yes/No

☰   Selection

8. You can **Assign the Audit** to specific places and reps by entering names and selecting the results:

    a. Places with tags

    b. Representatives

Connected to places with any of these tags:

| All places | Start typing a place tag |

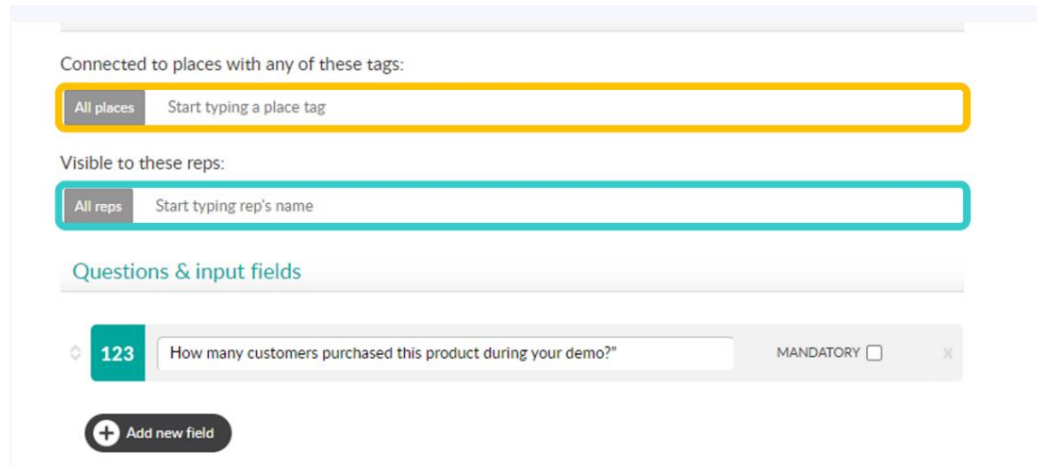Visible to these reps:

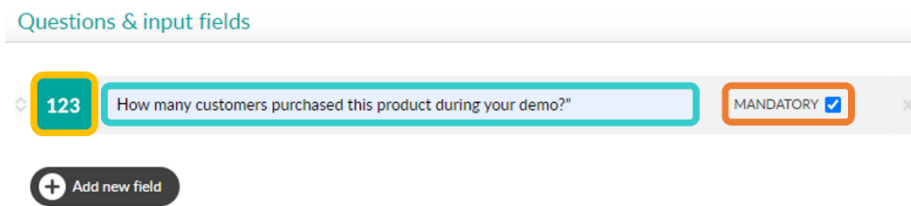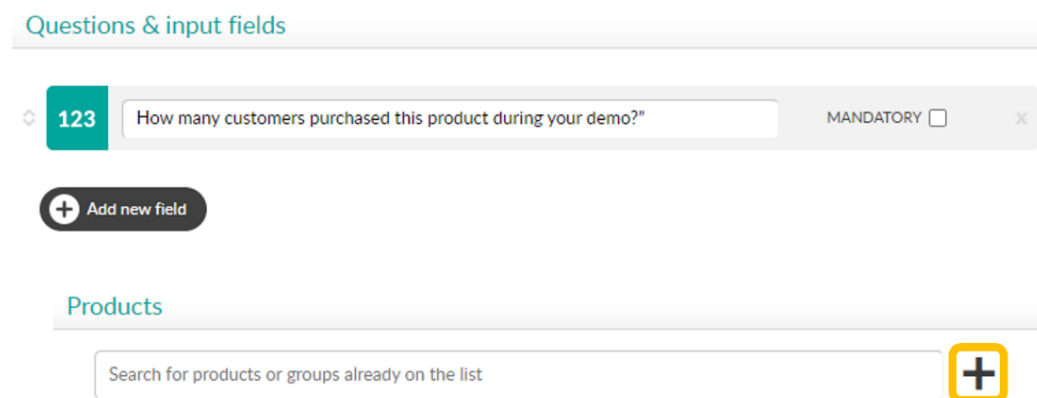| All reps | Start typing rep's name |

Questions & input fields

123 How many customers purchased this product during your demo?"   MANDATORY ☐   ✕

➕ Add new field

9. Select the **Question Type** > enter your **question** > click if the question is **mandatory**.

Questions & input fields

123 How many customers purchased this product during your demo?"   MANDATORY ☑   ✕

➕ Add new field

10. You can associate your products with the audit in the following ways:

    a. Click **+** (**plus sign**).

Questions & input fields

123 How many customers purchased this product during your demo?"   MANDATORY ☐   ✕

➕ Add new field

Products

Search for products or groups already on the list   ➕

b. You have two ways to select the product(s):

i. **Search** and **select** individual products > click **OK**.
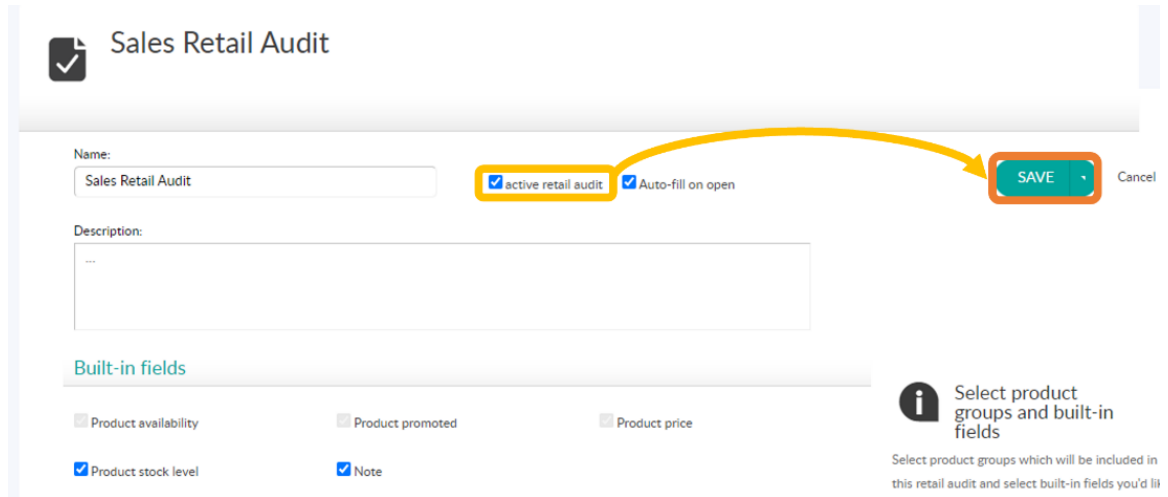
Pick product groups and products for this retail audit

m&m

☐ Consumer Goods Consumer Goods (4/5)
☑ M&Ms Milk Chocolate, 10 oz.
☑ M&Ms Peanut Butter, 10 oz.
☑ M&Ms Peanut, 10 oz.
☑ M&Ms Minis, 10 oz.

☐ MandM Swag M&M Swag (0/5)
   ☐ M&M Pencil
   ☐ M&M Hat
   ☐ M&M Pencil Case
   ☐ M&M Backpack

OK   Cancel
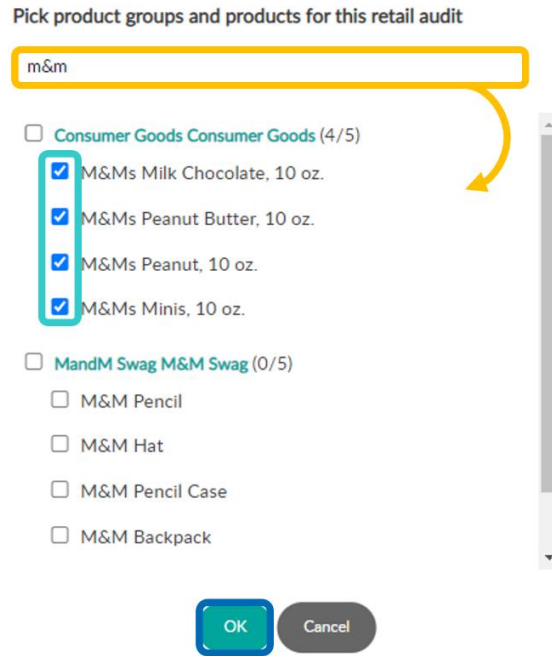
ii. Select a **Product Group** (proceed to the beginning of this cheat sheet to learn how to **Create a Product Group**) > click **OK**.

Pick product groups and products for this retail audit

Search groups and products

☐ Box Return Box Return (0/1)
☐ Brand Brand (0/7)
☐ Consumer Goods Consumer Goods (4/5)
☐ cust_no Customer Number (0/4)
☐ Virtual Training Locations (0/37)
☐ MandM Swag M&M Swag (0/5)
☑ Merchandise Merchandise (All products)
☐ Non Merchandise Non Merchandise (0/8)
☐ Return Boxes Return Boxes (0/2)
☐ Swag Swag (0/28)

OK   Cancel

11. Select **Active Retail Audit** > click **Save**.