



Customer Relationship Management in

NORMAL TRADE

Direct relations with traditional channels thanks to modern communication systems

GDO

MANUFACTURER



DISTRIBUTOR



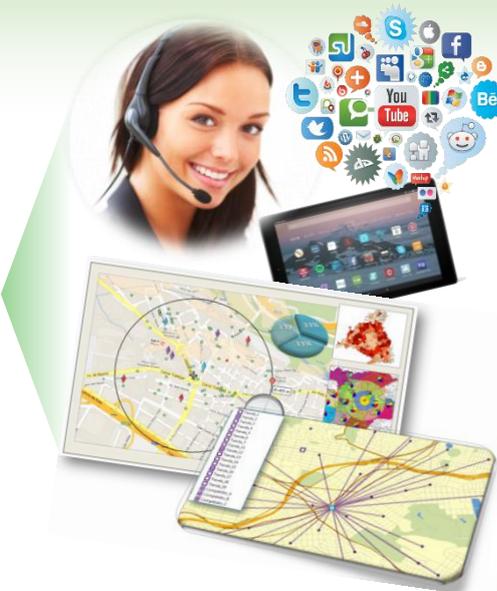
SUPERMARKET

Mediated relationship with Customers

Disadvantages

- ENTRANCE TICKET
- END OF YEAR BONUSES
- LOW PROFIT MARGINS
- RETURNS

NORMAL TRADE



Advantages

- DIRECT RELATIONSHIP WITH CUSTOMERS**
- REAL TIME ORDERS**
- HIGH PROFIT MARGINS**
- CLIENT LOYALTY**
- GEOMARKETING**



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CRM

in *NORMAL TRADE*

Large consumption marketing has grown and reached a level of unprecedented competitiveness: a rise in market quotation corresponds with a drop so that each competitor is attempting to defend their market position, at all costs.



Outside of the agreements between the manufacturer and GDO, there is the way local shops deal with the challenge by increasingly reduced sales networks which are often indirect and multi-firm, therefore difficult to check and motivate, are expensive and have an uncertain productivity.

However even after the disappearance of a great number of selling points, business is big.

So...

- **How to preserve marginal businesses and small and medium retailers?**
- **How much profit, real or potential, moves through all of this?**
- **How many sale opportunities, up-selling and cross-selling get lost?**

This situation suggests a shortening of the distribution chain to create a direct dialogue with the retail points, associates or not.

Since 2004 our attention has been strongly focused on direct distribution to the retail point where the presence of the product in the shop simultaneous with advertising campaigns in the media plays an important role in the companies competitive success.

For this reason *Mercurio Misura* created *CALL & WEB*, a distance-selling system which uses interactive communication that is very effective in retaining the relationship with the Customer and the sell-in.



The system, complementary or substitutional of the sales network, is optimal for large consumption marketing, particularly in **food, pharmaceutical** and **pet food sectors**. In these markets the increase in customer loyalty has become more and more important and makes boundaries challenging for competitors.

CALL & WEB is advanced, direct, highly professional and organised. If required, it can co-work with the referenced wholesaler, through transfer orders. This can happen thanks to a specialised and **professional structure**, specifically tailored on the Company's needs, **dedicated, flexible and inexpensive.**

Mercurio Misura is available to offer the opportunity to personally evaluate how we could become a valid partner for your Company.



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