



PROFESSIONAL SOLUTIONS

STREAMLINING WD40'S SALES FLOW



The goal: to maintain a consistent flow of product orders and ensure that WD40 is not overwhelmed with 210 orders in one week and none for the next 3 weeks. **The solution:** CROSSMARK set up a VIS (Vendor In-Store) team to call on a 4-Weekly basis to all Bunnings' stores across the Nation. Since all merchandisers are responsible for their own stores, it was important that all projects were available to the team the Saturday before the call was executed.

Relevant information was available to the team via a weekly newsletter. Reports were generated after each call to make sure projects were up-to-date. CROSSMARK was able to accomplish this while still maintaining the minimums on all off-location displays.

IT IS ESTIMATED THAT CLOSE TO 70% OF WD40'S SALES FLOW DIRECTLY FROM OFF-LOCATION DISPLAYS SECURED BY THE CROSSMARK MERCHANDISING TEAM. MOST RECENT KPIS SHOW WD40 **SALES GROWTH OF APPROX. 20%.**