


There is almost no limit to how much you can earn when you help YourGlobalEye find new customers

Here is your chance to gain some sales experience and earn a significant share of the revenue you generate for YourGlobalEye.

That is how it works:

-  **Step 1 – Use your network**
Does your father, neighbour or friend's uncle work in a company, where the product visibility is important (food products, grooming products, electronics ...)
-  **Step 2- Introduce the concept**
Try to generate some interest by explaining the importance of product visibility (You can use page 3 as sales material).
-  **Step 3 – Inform us about your initiative**
If your contacts seem interested, inform us, and we will help you to close the sales.
-  **Step 4 – Start earning money**



You will earn 10% of the revenue of the first project for a new customer.
(e.g. you will get €1000, if the research project is worth €10 000).

The percentage will rise to 15% from the third customer you will bring in!
The agent fee is only paid out of the revenue of the first project of each new customer.







The way the products are displayed in stores often determines what people buy. In other words, the more visible the products, the more profit the producers are likely to earn.

Producers pay large amounts to stores and supermarkets to display their products well, but often retailers fail to follow the agreements. It also applies for service companies that execute promotional campaigns (like phone subscription operators).

Because of the uncertainty, people responsible for sales and marketing can benefit from monitoring their products and campaign executions in stores. **If they manage to improve their in-store visibility or campaign effectiveness, they simply earn more.**



What is the value for the customer?

-  The research is **100% customized**
-  Detailed **quantitative analysis**
-  Collection of **photos from each location**
-  **Overall conclusions** as a presentation

If companies choose to send out their own sales people to monitor the situation - not only will it be several times more expensive, but it will also be less objective and almost impossible to get a comprehensive overview of the data.





Globalized distribution and internationalization of manufacturing and service companies increases the uncertainty about sales potential: are the sales conditions really optimized?

The reality is that agents and sales representatives only display the best practice achieved and the sales managers have no overview of the real situation in the market. That is where YourGlobalEye takes over and reveals the actual situation.

YourGlobalEye offers a unique market analysis service: a compilation of observations of retail space management, supplemented with photos of the product display.

Customer reviews:



"After receiving a complete and structured data collection, it became clear whether our perceptions were true."
- Morten Vedel, Purchasing Manager



"The research method developed by YourGlobalEye provides us with a possibility to define a specific goal for each store, which defines clear targets for our sales reps."
- Oddgeir Hole, Sales director



UNIVERSAL MUSIC GROUP

"In order to secure sales and decide timing when executing TV ad campaigns, YourGlobalEye has tracked distribution for us in a series of analyses."
- Marketing Manager, Kjeld Stefansen

BACKGROUND
Semper is the market leader of children's food category in Sweden and correspondingly it should have more than 50% of shelf space in stores.
The aim of the research is to examine:
• How many facings do Semper children's food products have compared to the competitors
• How many out of stock situations are there in each store

RESEARCH METHOD
• Photographers uploaded photos of:
• Out of stock situations
• The whole children's food section
• The area where Semper children's food is displayed
• Photographers stated:
• The products that were out of stock
• the total number of facings of Semper
• Total number of facings of Nestlé (exclusion NANI), Hipp, NAN and other brands

ANALYSIS
• The data was analysed with regards to:
• the number of out of stock situations
• Semper shelf share (proportion calculated by dividing the number of facings of the whole children's food section)
• Each store was rated

SHOP RATING ACTION PLAN
Map showing store locations and ratings.

CONCLUSIONS
• IN SALES DISTRICT X, (19 STORES MONITORED), 65% OF STORES WERE EVALUATED RED, THE AVERAGE SHELF SHARE 34.5%
• IN AVERAGE X HAS THE SHELF SHARE OF 57% AND A TOTAL OF 380 FACINGS PER STORE
• IN AVERAGE THERE ARE 1.3 OUT OF STOCK SITUATIONS PER STORE

YourGlobalEye can make your distribution chain more transparent.

Store checks by YourGlobalEye provide producers and brand owners with an unbiased overview of their product display and campaign execution, which reveals whether the investment in POS marketing is justified and whether the agreements are followed.

The standard analysis includes:

- Shelf share
- In-store merchandising
- Line extension
- New product introduction
- Campaign execution
- Out of stock
- Competitor activity
- Sales rep. optimization

Unique features:

- Customized service offerings corresponding 100% to the customer's distinctive needs
- High speed of delivery
- Functional online platform and database for comprehensive overview
- Reporting based on color-coding integrated with Google Maps
- Action-oriented tool that enables to set goals on individual outlets
- Highly cost-effective in terms of the return on investment.

Example