

# Velocity Merchandising

## Optimize In-Store Gift Card Sales

Ensure you're getting the most from your in-store program by having the right stock on the right pegs when and where you need it. Velocity Merchandising provides services designed to optimize sales, including merchandising execution, promotions support and strategic reporting to help guide ongoing success.

### Capabilities to Enhance Your In-Store Program

- Continuity, maintenance and display resets
- Fixture installations
- Promotion execution
- Regulatory and compliance audits
- Data and photo capture including inventory reporting
- Customized reporting analytics

### Experienced Team

The Velocity Merchandising team is made up of highly trained merchandisers who are employees, rather than contractors. Our teams have a high retention rate and are focused on driving client success.

### Best-in-Class Execution

Our teams have a 99+% task completion rate. We are dedicated to providing the best service for our clients.

### Impactful Insights

We track store engagement, KPI compliance and store inventory to offer insights on compliance, employee engagement and revenue impact.



## Why Velocity Merchandising?

- 99% in-store execution
- Coverage throughout US and Canada
- Comprehensive reporting
- Accurate and efficient fulfillment



### Powerful Technology

We have powerful technology to manage schedules, validate task completion and dictate detailed instructions—all connected to our systems for real-time reporting updates and inventory replenishment.

# Velocity Merchandising Features & Capabilities

Velocity Merchandising offers a best-in-class service that gets results, and CashStar continues to make significant investments to constantly deliver innovation. The Velocity Merchandising details include:

## Strong, Motivated & Dedicated Teams

- Carefully screened to ensure excellent service
  - Background checks
  - Previous in-store execution experience
  - Employees — no contractors
- Full training program
  - Live in-store training
  - Online module training with certification
  - Federal & regulatory training

## Ongoing Quality Assurance

- Rep and manager store visits/reviews/audits
- Call report and photo evaluations
- Customized quality assurance reporting
- Check-in/check-out reports with GPS tracking
- Opportunity tracking system measures reported issues and tracks follow-up & resolution

## Real-Time Insights from the Field

- Trending reports at the store level
- Data visualization & analytics
- Customized KPIs
- Visit, POG and fixture compliance
- Inventory compliance & in-stock levels
- Build in ROI metrics to better understand sales impact

## Accurate In-Store Information Without Added Cost or Set-Up Time

- Scheduling & job requirements
- Fixture descriptions by store
- Plan-o-grams
- Letters of authorization
- Inventory, product, reporting and tracking
- Photo access with real time data capture

## Custom Scheduling Tool

- Proprietary software manages rep schedules
- Detailed capacity planning
- Bundles projects to same store same day
- Provides quick snapshot of capacity
- Allows management of schedule by week

## Best-in-Class Fulfillment Services

- Centralized warehousing
  - Receiving and managing inbound shipments
  - Printing capabilities
  - Same day tracking
  - Online portal to order items as needed
- Master kitting
  - Kit, pack and bundle any physical materials by store and by rep



*The Velocity Merchandising team is branded as Main Street Solutions when servicing clients in the field.*

To learn more, contact CashStar Sales at: [sales@cashstar.com](mailto:sales@cashstar.com) or 207-549-2200