

CASE STUDY

Gerber Hunts Down Data with GoSpotCheck to Optimize Product Rollouts



COMPANY: GERBER GEAR

Rewind to 1939. The scene is Portland, Oregon, and Joseph R. Gerber is turning handmade cutlery into holiday gifts. These knives became the humble beginning of Gerber, household name and outdoor industry leader. Today, Gerber's product line includes innovative, life-saving gear and equipment.

Brian Petrucci, Channel Sales Manager at Gerber, explained how Gerber leverages GoSpotCheck to solidify a process for product rollouts, improve internal accountability, and increase sell-in and sell-through.

PROBLEM

In 2015, Gerber planned to use the SHOT (Shooting, Hunting, Outdoor Trade) Show as a launch pad for its long-awaited Short Stack, a unique, problem-solving tool with 15 features and benefits. Gerber revealed the Short Stack at the SHOT Show, but the product wasn't made available for purchase until the third quarter of 2015. Gerber was faced with the challenge of keeping reps engaged and involved with the Short Stack, despite a time gap between the official product launch and commercial availability. The SHOT Show was intended as a springboard for the Short Stack, but the months before the event were dedicated to building the product packaging, marketing, and other collateral.

After the show, Gerber made discussing the Short Stack on account calls a company-wide priority.



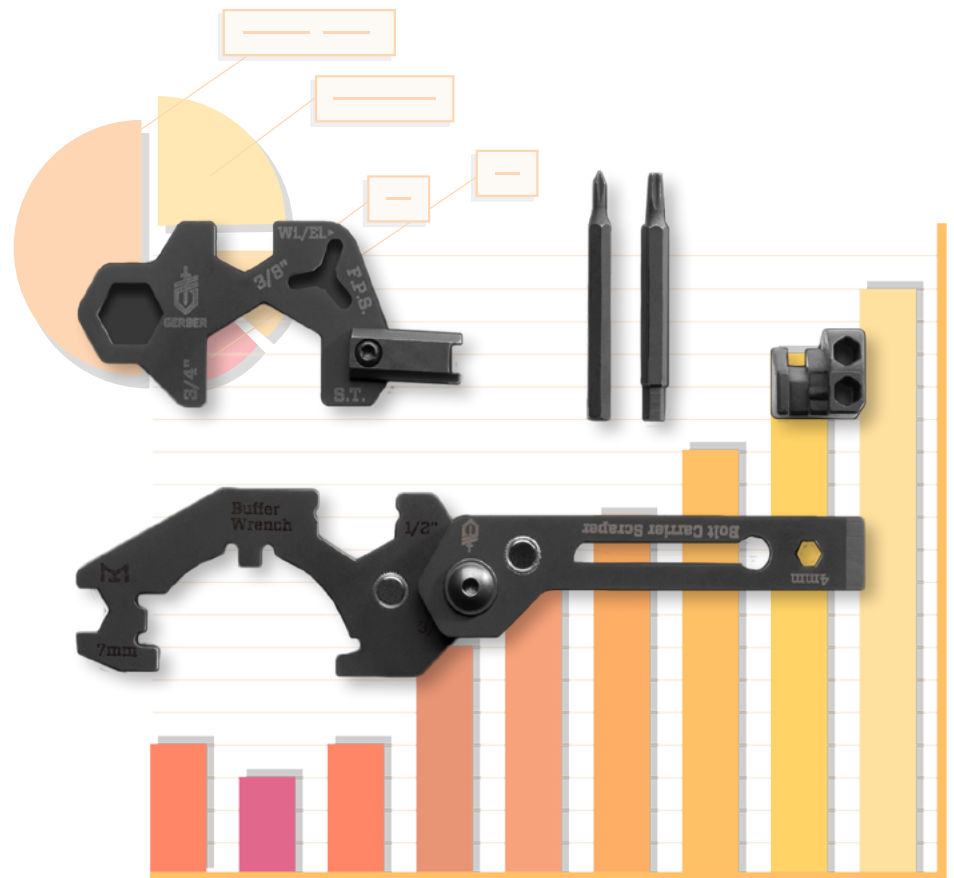
Gerber reminded reps to demo the product through a series of actions including conference calls, e-mail blasts, direct phone calls, and various other communications. To track Short Stack demonstrations and conversations, Gerber managers distributed an Excel spreadsheet by email. According to Petrucci, the compliance rate for filling out the Excel sheets was low. “Before rolling out GoSpotCheck – and in the very early onset of Mission engagement – only about 14% of the account calls included a conversation about the Short Stack,” Petrucci explained.

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*- Brian Petrucci, Channel Sales Manager
Gerber Gear*

It was evident to the Gerber managerial team that the current company processes for product launches were not achieving desired results. “Prior to the implementation of GoSpotCheck with our field teams, the Short Stack was underperforming in relation to our online sales avenues, and its availability in physical store locations was limited,” Petrucci said.

Gerber needed a method for tracking in-store activity and attainment to increase sell-in and sell-through. With a survey tool like GoSpotCheck, Gerber could encourage a high level of accountability with a simple yes-or-no question. **“There’s a correlation between how often you show a product and its sales success,”** Petrucci explained.



SOLUTION

Gerber implemented GoSpotCheck as a solution to streamline product launches, measure accountability, and enable sell-in and sell-through. GoSpotCheck's data collection tool has a wide variety of task types, which are organized into a customizable survey—known as a Mission. Inside a daily Mission sent to reps, Gerber asked a singular, fundamental question: “Did you show the Short Stack?” Gerber's Missions also include five other questions, with the goal of providing direction on account calls. Every quarter, Gerber revisits Mission questions to align sales products with strategic initiatives and market demand. The use of GoSpotCheck also helps brief Gerber leadership on field activity, so that information from GoSpotCheck is consistent with strategic company goals.

In addition to Missions, Gerber created the Short Stack Challenge to eliminate bottlenecks obstructing sell-in and sell-through. Two representatives from each sales agency were asked to present the Short Stack to the Gerber Marketing Product Team. **“Gerber wanted reps to know the product entirely – distinguish and understand the function of every component,”** Petrucci said.

Educated account calls formed the basis for Gerber's strategy surrounding product development, rollouts, and in-store performance. Through GoSpotCheck, Gerber issued goals with corresponding communication—hoping to increase accountability surrounding in-field activity, goal measurement, and thorough product knowledge.



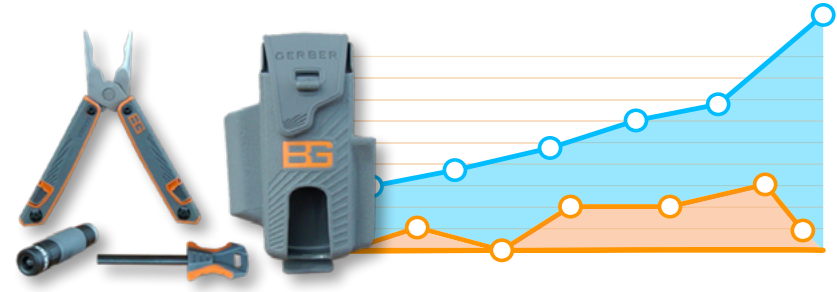
OUTCOME

Launching a new product, regardless of industry, is accompanied by many moving parts and intricate timelines associated with each component. Gerber had a successful product launch at SHOT show, reflected in the high number of Short Stack orders and interest.

Gerber oversold sales expectations in 2015 despite not releasing the Short Stack until July. “We saw an extraordinary growth percentage at Gerber,” Petrucci said. “In the last 60 days of 2015, we implemented GoSpotCheck, and our sales increased 200% month to month. That trend has continued through 2016.”

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Gerber has watched the number of Short Stack demonstrations steadily increase. Today, the Short Stack is shown on 70% of account calls. “The percentage of Short Stack conversations grew from 14% to 70% in 90 days,” Petrucci explained. “Our growth for the Short Stack far exceeded initial forecasts for this quarter of 2016, and it’s great. The success is in large part due to giving actionable, clear goals and daily accountability. Right now, the Short Sack is our number one shown product on an account call.” Furthermore, data collected with GoSpotCheck enables Gerber to build accurate forecasts and project sales reflective of current activity. “GoSpotCheck allows us to predict more accurately with our operations and demand planning teams,” Petrucci said.

The percentages of Short Stack sell-in and sell-through are steadily increasing. “After tasking the teams via GoSpotCheck Missions, our store sales spiked and the Short Stack continues to be in high demand. Key accounts as well as independent dealers have now begun to place the product in-run and throughout planogrammed areas of their stores,” Petrucci explained.

Gerber has fully integrated GoSpotCheck into the company's product launch sequence. The GoSpotCheck solution fits nicely into Gerber's existing processes, including full quarter recaps to go over goals, incentive tracking, and planogram creation. Real-time, actionable data from GoSpotCheck allows Gerber to confirm that each product is properly launched according to company guidelines.

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Gerber's products are celebrated internationally and the company's global reach proves worldwide relevance. By asking reps to self-report on daily activity through GoSpotCheck Missions, Gerber raised internal awareness and accountability. The number of demos and discussions surrounding the Short Stack are plainly linked to an uptick in order volume.

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"There is a direct correlation between the increase in Short Stack conversations and the implementation of GoSpotCheck. A measurable live feed—that keeps your product front of mind with the rep agency and your sales force—identifies a clear relationship between growth and sales," Petrucci explained.

With the help of the GoSpotCheck team, Gerber has nailed down a reliable product rollout process, streamlined company-wide visibility, and found a method to increase accountability. Gerber's tool bag will be full for upcoming events and tradeshow — with knives, the Short Stack, and GoSpotCheck.



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