

FORM MARKET 



CASE STUDY

Anheuser-Busch Distributor Directs and Verifies Execution with FORM MarketX



Company: North Florida Sales

[North Florida Sales](#) (NFS) is an alcohol beverage distributor based out of the Sunshine State. As a locally operated service leader distributing Anheuser-Busch products and other brands, NFS relies heavily on outside salespeople to execute tasks at the account level. NFS Sales Execution Coordinator, Jeff Bird, took some time to tell us how they are using FORM MarketX to empower their salespeople to track retail execution at all of their accounts, providing actionable insights.

What process did you use before FORM MarketX?

Before FORM MarketX, we would have to physically inspect accounts to verify execution, which was reported by the honor system. This was less than optimal because it took hours of research to track and verify.

Can you tell us a little about how North Florida Sales uses FORM MarketX?

North Florida Sales has over 35 salespeople – calling on more than 2,500 accounts – and a territory that extends over eleven counties.

Currently, we utilize FORM MarketX to direct and verify execution of specific account tasks. We run multiple contests throughout the year – many of which are on a pay for performance basis. In this way, we examine pay per display of products within each account or collect data surrounding certain point of connection placements.

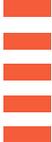


What are your favorite features of the application or dashboard?

Before FORM MarketX, it was impossible to physically inspect what was expected.

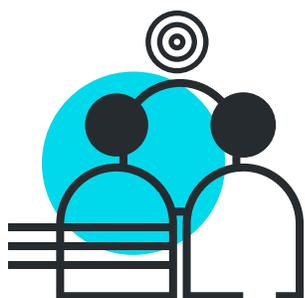
With the simplicity of the reporting through FORM MarketX we can run a report and verify all execution within a few minutes.





Can you quantify any time or financial savings that correlate directly to FORM MarketX?

Direct financial impact on our business is difficult to measure but, **without any uncertainty, after the implementation of FORM MarketX our execution levels improved immensely.** We use FORM MarketX Missions to track execution of incentives and also have daily and weekly objectives tracked across all channels and accounts. Previously, we would provide instructions for what we needed done at the store level – now, we can see that our instructions have been carried out.

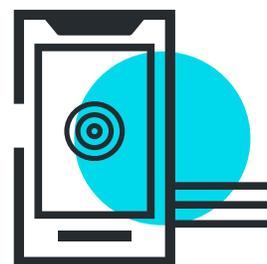


What types of insights are you getting as an admin?

Everything comes down to execution and getting the job done. The greatest benefit this company and its employees have enjoyed from using FORM MarketX is accountability. **We can clearly provide instructions for each salesperson, hold everyone accountable, and commend them based on their performance.**

What would you tell another company about FORM MarketX?

We would all love to hire the perfect employees that perform as expected at all times but unfortunately that is impossible. There are multiple things that can be distracting to a salesperson while in the field. There is so much they have to keep up with and get done, they may misunderstand directions, forget something or have a host of other things deter them from getting work accomplished. With the help of FORM MarketX Missions, we can clearly and decisively instruct each salesperson exactly what needs to be done at each account, and they are able to use their smartphones and tablets to record task completion and even submit pictures for verification.



FORM MARKET

FORM is reimagining how tomorrow's workforce works. 225+ of the world's top brands use our software to distribute work and receive execution analytics in real-time, with a mobile app for the frontline, and an analytics dashboard for leadership.

We present the right action at the right time to the right person in the right place to improve execution and surface insights that help leader make better decisions, faster.

Enterprise brands use FORM in 70 countries to manage the execution of field sales, marketing and merchandising, QA, asset management, competitive analysis, and training. We enable execution at scale for customers like PepsiCo, Coca-Cola, Danone, Dole, Boar's Head, Perfect Bar, Empire Marketing Strategies, JOH, Impact Group, Alliance Sales & Marketing, Dirty Handz, Panera, Red Robin, Dairy Queen, and more.

