Learning from Sales High Performers in CPG

Transformational sales capabilities to help future growth

accenture
High performers with a holistic, integrated approach to sales transformation report top quartile growth (top and bottom line).
High performers in CPG have embedded far more key transformational capabilities into their sales organizations and operations, according to our survey. They point the way for other companies.
Digital, technologies, data and analytics

High performers are far more likely to have embedded digitalization and advanced technologies across the Sales function.

We have specialist **data scientists** **embedded in** our commercial teams.

We have transformed our sales organization by **embedding integrated technology and digital solutions**.

- **65%** High Performers
- **44%** Others
- **63%** High Performers
- **38%** Others
Connected omni-channel path to purchase

High performers are 3X more likely to have fully embedded an holistic approach to path to purchase

- **Understanding the priority points of influence** along the paths to purchase for our categories to focus our investment.
- Continuously analyzing the path to purchase data to provide real-time recommendations on how to optimize activation.
- Collecting and integrating online and offline data to understand consumer choices and purchasing behavior for all our categories.

**High Performers**
- 28%
- 22%
- 17%

**Others**
- 9%
- 8%
- 7%
Revenue growth management

High performers are 60% more likely to have embedded advanced analytics within their revenue management approach.

Embedding **predictive and prescriptive revenue growth analytics** into (all) working practices.

Driving innovative business strategies **through revenue management** to optimize value creation.

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<th>High Performers</th>
<th>Others</th>
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<td>17%</td>
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<td>6%</td>
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<td>41%</td>
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Route to market redesign

High performers are 50% more likely to have fully embedded an integrated, digital approach to their route to market

Leveraging an ecosystem of partners to access and service all available demand spaces

Utilizing a digitally enabled customer/outlet-level sales and service model

33% High Performers
16% Others
17% High Performers
6% Others

“If you haven’t had an expansive route to market, you are going to be exposed in the future. This is where the challenge is: How quickly can we as businesses learn and shape (our businesses) for the changing market? That is going to be the secret to our future success.”

Sales executive of global food company
Precision outlet targeting and servicing

High performers are 2X more likely to have implemented a granular, targeted approach to servicing outlets

Identifying micro growth opportunities at an outlet level

Using advanced analytics to create a 360-degree view of outlets

20%  6%  13%  1%

High Performers  Others  High Performers  Others
Few CPG companies have fully embedded transformative capabilities despite clear benefits.

Are you ready to get started?
Contact us

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About the Research

The research included 200 CSO participants surveyed online from February 12 – March 5, 2020. The executives are from Europe (38 percent), North America (33 percent), Latin America (15 percent) and Asia Pacific (15 percent). The consumer goods companies’ revenues range from $50B (11 percent), $20-49.9B (17 percent), $10-19.9B (24 percent), $5-9.9B (26 percent) and $1-4.9B (23 percent). Additionally, qualitative interviews were conducted.

About Accenture

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