

# YOU HAVE YOUR DATA, *but do you know how to use it?*

How conducting research (or not) affects your bottom line:

Are you  
tracking your trade  
spending dollars?



LESS THAN  
**15%** of companies know where  
their trade dollars go —  
even though it's usually the  
largest line item on a P&L.

**2/3** of companies refuse to  
perform research because  
they fear the market will  
not like the recommended  
product or service.

Research helps mitigate risks.  
Companies pay (a lot) more in the long  
run if they do not conduct research —  
products fail, companies fail.

**60%**  
of customers end their relationship  
with companies when they perceive  
indifference on the part of salespeople.

Does your firm have  
a customer retention  
policy in place?

**40%** Is your category  
achieving at least  
in gross margins?



Gross margins for  
ACV should fall in  
the 40-50% range.

How many varieties and/or SKUs  
are you offering the channel?

MORE THAN  
**80%** of DSRs are "over-sku'd" and  
ask for fewer new varieties.

Source: Foodservice IP Internal Interviews and Best Thinking, Harvard Business Review, IFMA, NG Data



## FOODSERVICE IP's TAKE

When you shift the way you think about your research potential and benefits to your strategic plan, you will find it easier to accept that committing to a well-thought-out approach will create greater closing potential for business development opportunities.

While many companies shy away from gathering fact-based evidence because they're so focused on getting their product to market, the most successful launches are made by firms that do their homework. More importantly, companies that fail to conduct the necessary research often pay more than ten times the original cost to change a defective strategy. Foodservice IP is the best research partner to to guide you to a sound strategic plan while making sense of your data. Contact us today to fast-track your plan!