

BULLETPROOF

YOUR CPG BRAND

THE 5-MINUTE BROKER ADVANTAGE CHECK™

GIVE YOUR
BROKER A CLEAR
ASSIGNMENT—
KEEP STRATEGY
WHERE IT
BELONGS:
WITH YOU.

Turn Boots-on-the-Ground Retail Intelligence
Into Sharper Priorities, Smarter Trade Decisions,
and **Better Execution.**



SEE WHAT
REPORTS
MISS



FOCUS ON
WHAT
MATTERS



STRENGTHEN
PARTNERSHIP
AND TRUST



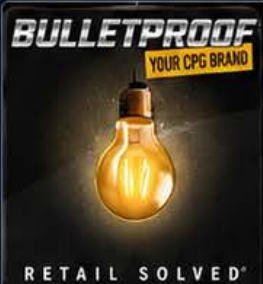
DRIVE BETTER
TRADE RESULTS
TOGETHER

YOUR BRAND.
OUR PLAN.
BETTER EXECUTION.

5-MINUTE BROKER ADVANTAGE CHECK™

- ☒ PRIORITIES
- ☒ FOCUS
- ☒ RETAILER INSIGHTS
- ☒ EXECUTION PLAN
- ☒ ACCOUNTABILITY

A PRACTICAL GUIDE + THE 5-MINUTE BROKER ADVANTAGE CHECK™
A ONE-PAGE TOOL YOU CAN USE RIGHT AWAY



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Natural Industry Strategic Advisor | Founder, Retail Solved
Host, *Bulletproof Your CPG Brand*



400+ ARTICLES
Featured in leading
industry publications



KEYNOTE SPEAKER
Conferences, associations,
and industry events



BRANDS TRUSTED ME
To train senior leadership
on broker and trade excellence

THE 5-MINUTE BROKER ADVANTAGE CHECK™

ONE BROKER. ONE RETAILER. ONE LIVE PRIORITY.

Use field reality. Keep strategy with the brand.

BROKER / REP: _____

RETAILER / ACCOUNT: _____

LIVE PRIORITY: _____

DECISION WE NEED: _____

ASK THESE FIVE QUESTIONS

Capture what the broker sees. The brand still owns the decision.

1 WHAT CHANGED?

What has changed at this retailer since we last made this decision?

Buyer priorities, timing, assortment, category pressure, retailer requests, execution requirements.

2 WHAT IS THE COMPETITION DOING?

What are you seeing competitors do differently?

Capture what may be influencing the retailer, shopper, visibility, support, or category.

3 WHAT IS HAPPENING AT THE SHELF?

What is happening in stores that our reports may not show us yet?

Placement, display, inventory, pricing, compliance, competitive activity, shopper friction.

4 WHERE IS EXECUTION BREAKING THE PLAN?

Where is the approved plan harder to execute than it looked on paper?

Look for the gap between what was agreed to and what the shopper is actually experiencing.

5 WHAT SHOULD WE RECONSIDER?

What assumption or part of the plan deserves another look?

Use the signal to decide what deserves attention. Do not copy the market automatically.

CHECK IT WHILE THERE IS STILL TIME TO FIX IT

☐ Product there?

☐ Right placement?

☐ Promo correct?

☐ Enough inventory?

☐ Anything changed?

☐ Anything still fixable?

TURN FIELD REALITY INTO A DECISION

If you cannot answer these three questions, the handoff is still incomplete.

WHAT DID WE LEARN? _____

WHAT DECISION DOES THAT TRIGGER? _____

WHO OWNS THE NEXT ACTION? _____

FOUND A BROKER OR EXECUTION GAP?

Next: give the broker a clearer assignment with the free Broker Advantage Playbook™.

Need accountability, scorecards, meetings, and a repeatable rhythm?

RetailSolved.com/guide11

RetailSolved.com/BrokerStrategies