FIND WHERE YOUR CPG BRAND IS LOSING CASH, MARGIN & RUNWAY

15 MINUTES

STOP HIDDEN LEAKS.
PROTECT MARGIN.
EXTEND YOUR RUNWAY.



A *FAST*, FOUNDER-FIRST DIAGNOSTIC

SEE WHAT OTHERS MISS.
DO WHAT DRIVES GROWTH.

THE 15-MINUTE CPG RUNWAY LEAK FINDER™

7 LEAKS FOUNDERS CAN CLOSE

- PROMOTIONS
- TIMING
- PLACEMENT
- DEDUCTIONS
- EXECUTION
- VISIBILITY GAP
- DECISION QUALITY

POWERED BY THE RETAIL CLARITY FRAMEWORK™

1. **INTERNAL** — WHAT HAPPENED
2. **SHOPPER** — WHY IT HAPPENED
3. **COMPETITIVE** — WHAT INFLUENCED IT
4. **PREDICTIVE** — WHAT TO DO NEXT

CLARITY CREATES CONFIDENCE. CONFIDENCE DRIVES GROWTH.

Retail Solved
STRATEGY THAT SELLS.

QUICK. SIMPLE. ACTIONABLE.
15 MINUTES THAT CAN SAVE THOUSANDS—OR MORE.

The 15-Minute CPG Runway Leak Finder™

Find the hidden cash, margin, execution, and decision leaks quietly draining your brand's runway.

Your Brand May Be Leaking Runway

Most CPG founders are feeling pressure from every direction.

- Cash flow matters.
- Every dollar counts.
- Costs are rising.
- Margins are tighter.
- Shoppers are more deal-focused.
- Retailers still expect performance.
- Promotions are harder to predict.
- And every mistake costs more than it used to.

Most brands respond by asking:

"Where should we cut?"

But that is not always the right first question.

The better question is:

"Where are we leaking cash?"

Because if you do not know where your brand is leaking cash, margin, execution, and decision quality, you may cut the wrong thing, keep funding the wrong activity, and continue guessing your way through retail.

This guide will help you quickly identify the seven most common leaks quietly draining your runway.

No theory.
No complicated software.
No long audit.

Just 15 minutes of focused clarity.

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The Retail Clarity Framework™

Data Tells You What Happened.
Retail Clarity Tells You What To Do Next.



Most brands have more data than ever.

- Sales reports
- Dashboards
- Trade software
- Retailer scorecards
- Broker updates
- Distributor reports
- Deduction files

But more data does not always create better decisions.

That is why I use the **Retail Clarity Framework™**:

1. Internal — What happened?

What do your reports, invoices, deductions, shipments, sales, and promotion results show?

2. Shopper — Why did it happen?

What did the shopper understand, miss, value, reject, or choose instead?

3. Competitive — What influenced it?

What were competitors, retailers, private label, pricing, promotions, placement, and category dynamics doing at the same time?

4. Predictive — What should you do next?

What is the smartest next move to protect runway, improve execution, and grow with confidence?

Most brands stop at step one.

They look at the report.

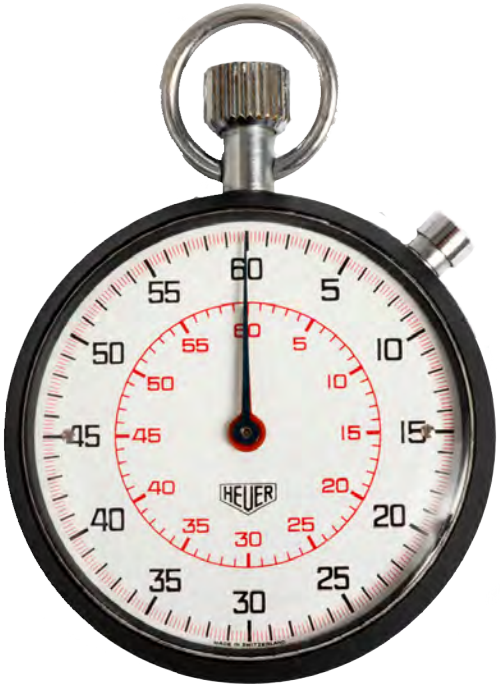
Then they guess.

That is where the leak starts.

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How To Use This Guide

🛠️ Set A Timer For 15 Minutes



Pull up one recent business issue:

your last promotion
- your last invoice/deductions
- your last retail meeting
- your latest velocity report
- a new item that is not moving
- a retailer where performance is disappointing
- A store (physically or mentally walk it)
- a customer that looks good on sales but weak on profit

Then walk through the seven leaks.

If you hesitate…
If you are unsure…
If the answer is “it depends”…
If your team would answer differently…

That is your leak.

You don’t have a spend problem.

👉 You have a visibility problem

You’re not overspending.
👉 You’re leaking money
And you don’t know where.

The problem isn’t what you’re spending.

👉 It’s what you can’t see
And the fastest way to fix it…
👉 Is to find the leaks

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🔍 The 15-Minute CPG Runway Leak Finder™

🔴 LEAK #1 — PROMOTIONS

Question:
Did your promotion create demand, or did it just subsidize sales?

👉 Look at your last promotion

Ask:
- Did this attract **new shoppers**?
- Did it increase **basket size**?
- Did it drive **repeat purchases**?

✅ QUICK ACTION:

Pull last promo results and ask:

👉 "What changed after the promotion ended?"

If sales drop immediately:

👉 You didn't create demand

👉 You subsidized it

Learn How To Fix This Leak:

- **Podcast: 314 Where Your Trade Spend Is Quietly Bleeding Cash**
- **Podcast: 271 Why Trade Spend Fails (And How to Fix It)**
- **Guide: Trade Marketing Optimization Checklist**
- **Workshop: Get the details and signup on my homepage: RetailSolved.com**

🟠 LEAK #2 — TIMING

Question:
Did your timing help you win, or did it bury your promotion in retail noise?

👉 Look at when you promoted

Ask:
- Who else was promoting?

- Was there a category reset?
- Were competitor promotions deeper, louder, or better placed?
- Did your timing support the shopper's need state?

✅ **QUICK ACTION:**
Before your next promotion:
👉 Write down 3 competitors
👉 Check if they're promoting the same week
If yes:
👉 Shift timing OR adjust strategy

Learn How To Fix This Leak:

- **Podcast:** **269 Extend Your Runway & Boost Retail Sales**
- **Podcast:** **272 Why Most CPG Brands Scale Fast—and Lose Money**
- **Guide:** **The Essential Promotion Blueprint**

🟡 LEAK #3 — PLACEMENT

Question:
Visit a store and try to find your product like a new shopper.

👉 Think like a first-time shopper

Ask:
- Can they find your product in **5 seconds - in every store**?
- Is it where they expect it?
- Is it in the right category?
- Is it well merchandised?
- Is it easy to see?
- Does the shelf placement support the way shoppers make decisions?

✅ **QUICK ACTION:**
Next store visit:
👉 Try to find your product like a new shopper
If it takes longer than 5 seconds:
👉 You're losing sales

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Learn How To Fix This Leak:

- **Podcast:** 302 Help Retailers Win: The Key Trends Category Leaders Know
- **Podcast:** 284 Why Great Brands Still Lose Sales at the Shelf
- **Guide:** Merchandising Checklist To Grow Sales And Shopper Loyalty

🟢 LEAK #4 — DEDUCTIONS

Question:
Pick one recent deduction and verify whether it is valid.

👉 Look at your last deductions

Ask:
- Is our paperwork complete and accurate with every event detail?
- Do we validate every deduction?
- Do we track recurring issues?
- Do we dispute invalid claims?

✅ QUICK ACTION:

Pick ONE recent deduction:

👉 Verify if it's valid

If you're unsure:

👉 You're losing cash after the sale

Most deductions are preventable. The best strategy is preventing the deduction before it disrupts cash flow or reconciliation becomes an expense.

Learn How To Fix This Leak:

- **Podcast:** 305 The Deduction Prevention System That Cuts Losses by 70%
- **Podcast:** 184 Stop Deduction Leaks & Boost Trade ROI
- **Guide:** Effective Deduction Management
- **Workshop: Get the details and signup on my homepage:** RetailSolved.com

🔵 LEAK #5 — EXECUTION

Question:
Did the strategy actually reach the shopper?

👉 Look at what should happen vs what actually happens

Ask:
- Are displays built correctly?
- Is inventory consistently available?
- Were shelves kept full?
- Are shelf tags accurate?
- Were there any out-of-stocks - even for a moment?
- Were shipments aligned with promotional timing?
- Did stores execute the plan consistently?

✅ QUICK ACTION:

Call or visit 2 stores:

👉 Check:

- Placement
- Inventory
- Execution
- Signage
- Shipments vs. Sales

If inconsistent:

👉 Your strategy isn’t reaching shoppers

Learn How To Fix This Leak:

- **Podcast:** [316 CPG Brands Are Doing This Wrong | Retail Strategy]
- **Podcast:** [308 Your CPG Brand's Biggest Retail Problem]
- **Guide:** [Retail Scorecard - Maximize Retail Execution]

🟣 LEAK #6 — VISIBILITY GAP

Question:
Are you making decisions with clarity — or just reacting to data?

👉 This is the biggest one

Ask:
- What purchases are we missing?
- What shopper behavior are we missing?
- Where are shoppers getting confused?
- What's happening around us?
- What competitive activity influenced the result?
- What happened in store that the report does not explain?

✅ **QUICK ACTION:**
Write this down:
👉 "What do we NOT know about our performance?"
That's your biggest opportunity

Learn How To Fix This Leak:
- **Podcast:** [307 Cash Flow, Profit & Focus for CPG Founders With Nate Littlewood, Future Ready CFO]
- **Podcast:** [318 Your biggest retail mistake (it's not what you think) With Hank Watt, Nature's Wild Berry]
- **Guide:** [The Essential New Item Checklist - The Recipe For Success]
- **Workshop: Get the details and signup on my homepage:** [RetailSolved.com]

⚫ LEAK #7 — DECISION QUALITY
Question:
Are your decisions reactive or proactive?
Are they rushed or are they strategic?

👉 How are you making decisions?

Ask:
- Are we relying only on reports?
- Do we understand shopper behavior?
- Do we consider category dynamics?
- Do we consider competitors?

- Do we look at the entire category?
- Do we look at competitive retailers?

✅ **QUICK ACTION:**

Before your next decision:

👉 Ask:

"Why did this actually happen?"

If you don't know:

👉 You're guessing

Learn How To Fix This Leak:

- **Podcast:** [319 Everything feels harder right now - Why Your Strategy Isn't Working Anymore]
- **Podcast:** [313 Why Community Is the Shortcut to CPG Growth With Kristine Carey, Naturally Colorado]
- **Guide:** [30 Days to Extend Your CPG Runway Challenge Workbook]

"Before you raise more money, find the money already leaking inside your business."

🔁 LET'S RECAP

Most brands think:

👉 "We're spending too much"

But the truth is:

👉 You're leaking money in:

1. Promotions
2. Timing
3. Placement
4. Deductions
5. Execution

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6. Visibility
7. Decision-making

🚀 HERE'S THE TRANSFORMATION

When you fix these:

- Promotions drive real growth
- Products are easy to find
- Trade spend becomes efficient
- Cash flow improves
- Sales become predictable
- Forecasts become accurate
- You gain control
- Retailers want to grow your brand

🎯 HERE'S THE CALL TO ACTION

This audit shows you **where** the leaks are.

In the free workshop:

👉 I'll show you how to fix the top three leaks draining your runway

👉 How to prioritize them

👉 And how to turn this into a repeatable system

Found A Possible Leak? Learn What To Fix First.

The Leak Finder helps you identify where your brand may be losing cash, margin, execution, or decision quality.

Notes: _____

BUILD THE NEXT RETAIL MUSCLE

BUILD YOUR RETAIL MUSCLE

You do not build a stronger retail business by learning everything at once.

You build it one practical skill at a time.

Take what you learned in this guide. Apply it to one item at one retailer. See what changes. Capture what worked. Then repeat it until the lesson becomes part of the way your brand operates.

One skill. One item. One retailer. One better result. Then build the next muscle.

Retail Clarity Founder Toolkit™

The Retail Clarity Founder Toolkit™ is the practical field library for the retail fundamentals founders are expected to know but are rarely taught as one connected system.

When the next problem appears, you do not have to start from scratch. Use the Toolkit to find the guide, checklist, calculator or framework that matches the decision in front of you.

Explore the Retail Clarity Founder Toolkit™ RetailSolved.com/RetailToolkit

WHEN THE PROBLEM DOES NOT FIT A TEMPLATE

If your team already has reports, tools, or people working on this issue but the decision is still unclear, start with one live decision and the information you already have.

Explore Retail Clarity Decision Tools™ **RetailSolved.com/DecisionTools**

NOT SURE WHICH RETAIL MUSCLE TO BUILD NEXT?

For years, founders have brought me the questions they were struggling to answer.

That is why I started the **Bulletproof Your CPG Brand** podcast.

More than 335 episodes later, the library includes conversations with founders, retailers, category-management pioneers, natural-products industry builders, CPG leaders and experts who helped shape many of the systems our industry still uses today.

You do not need to listen to all of them. Start with the problem you are trying to solve.



Find the episodes that match your problem:
Get the: **The Founder Problem Finder**
10 common retail problems. 30 podcast episodes. One better next step.

Explore the podcast:
RetailSolved.com/podcast

Connect With Me On LinkedIn: **Daniel Lohman, CPSA**

If this guide helped you see something differently, please share it with another founder who needs it.

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