

BULLETPROOF

YOUR CPG BRAND

The 15-Minute Trade Spend Leak Finder™



**Find hidden cash.
Extend your runway.
Boost sales—without spending more.**



Daniel Lohman, CPSA
Natural Industry Strategic Advisor
Retail Solved

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The 15-Minute Trade Spend Leak Finder™

The fastest way to find hidden cash, extend your runway, and boost sales—without spending more.

If you're like most founders...

You're watching your trade spend closely.

- Margins are tight.
- Cash flow matters.
- Every dollar counts.

And it feels like:

👉 "We're spending too much."

But here's the truth:

- 👉 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

 **Set a timer for 15 minutes**

Pull up:

- Your last promotion
- Your last invoice/deductions
- A store (physically or mentally walk it)

Then answer each question below.

⚠ Important:

If you hesitate...

If you're unsure...

If the answer is "it depends"...

👉 That's your leak

🔍 **THE 15-MINUTE TRADE SPEND LEAK FINDER™**

🔴 **LEAK #1 — PROMOTIONS**

👉 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

For More Inspiration:

- **Podcast:** [314 Where Your Trade Spend Is Quietly Bleeding Cash](#)
- **Podcast:** [312 Your Margins Are Unpredictable - You're Optimizing Trade Wrong](#)
- **Podcast:** [311 The Trade Marketing Reality Check Every Brand Needs](#)
- **Podcast:** [271 Why Trade Spend Fails \(And How to Fix It\)](#)
- **Guide:** [Trade Management Essentials To Grow And Scale Your Brand](#)
- **Guide:** [Trade Marketing Optimization Checklist](#)

🟡 LEAK #2 — TIMING

👉 Look at when you promoted

Ask:

- Who else was promoting?
- Was there a category reset?
- Was there heavy retail noise?

✅ 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

For More Inspiration:

- Podcast: [269 Extend Your Runway & Boost Retail Sales](#)
- Podcast: [272 Why Most CPG Brands Scale Fast—and Lose Money](#)
- Guide: [The Essential Promotion Blueprint](#)
- Guide: [8 Strategies To Maximize Your Trade Marketing ROI](#)

🟡 LEAK #3 — PLACEMENT

👉 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?

✅ 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

For More Inspiration:

- 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](#)
- Guide: [Maximize Sales With The Right Product Assortment Strategies](#)

🟢 LEAK #4 — DEDUCTIONS

👉 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

For More Inspiration:

- Podcast: [305 The Deduction Prevention System That Cuts Losses by 70%](#)
- Podcast: [184 Stop Deduction Leaks & Boost Trade ROI](#)
- Podcast: [182 Stop Wasting Trade Spend: Fix Deductions Fast](#)
- Guide: [Effective Deduction Management](#)
- Guide: [Strategic Solutions To Grow Your Brand](#)

🟦 LEAK #5 — EXECUTION

👉 Look at what should happen vs what actually happens

Ask:

- Are displays built correctly?
- Is inventory consistently available?
- Are shelf tags accurate?
- Were there any out-of-stocks - even for a moment?

✅ QUICK ACTION:

Call or visit 2 stores:

👉 Check:

- Placement
- Inventory
- Execution
- Shipments vs. Sales

If inconsistent:

👉 Your strategy isn't reaching shoppers

For More Inspiration:

- Podcast: [316 CPG Brands Are Doing This Wrong | Retail Strategy](#)
- Podcast: [309 Why Your Products Aren't Selling? It's Not What You Think](#)
- Podcast: [308 Your CPG Brand's Biggest Retail Problem](#)
- Guide: [Simple Solutions To Maximize Broker/Distributor Effectiveness](#)
- Guide: [Retail Scorecard - Maximize Retail Execution](#)
- Guide: [Top 10 Strategies To Build Sustainable Sales And Profits](#)

🟪 LEAK #6 — VISIBILITY GAP

👉 This is the biggest one

Ask:

- What purchases are we missing?
- Where are shoppers getting confused?
- What's happening around us?

✓ QUICK ACTION:

Write this down:

👉 “What do we NOT know about our performance?”

That’s your biggest opportunity

For More Inspiration:

- Podcast: [307 Cash Flow, Profit & Focus for CPG Founders With Nate Littlewood, Future Ready CFO](#)
- Podcast: [304 Strategic Advisory Thinking That Wins Retail](#)
- Podcast: [318 Your biggest retail mistake \(it's not what you think\) With Hank Watt, Nature's Wild Berry](#)
- Guide: [Retail Math Cheat Sheet](#)
- Guide: [The Essential New Item Checklist - The Recipe For Success](#)

● LEAK #7 – DECISION QUALITY

👉 How are you making decisions?

Ask:

- Are we relying only on reports?
- Do we understand shopper behavior?
- 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

For More Inspiration:

- 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](#)
- Guide: [The Essential New Item Checklist - The Recipe For Success](#)

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
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 webinar:

- 👉 I'll show you how to fix them
- 👉 How to prioritize them
- 👉 And how to turn this into a repeatable system

Join the free workshop:

👉 Get the details and signup at RetailSolved.com

BulletProof Your CPG Brand Podcast

If you're building a CPG brand and running out of runway, this podcast is your unfair competitive advantage.

- Let me explain why this matters. Most advice shortens your runway. This show is designed to extend it—by helping you earn an equal seat at the table with retailers, convert occasional buyers into loyal evangelists, and compete head-to-head with far bigger brands.
- This isn't theory. It's a turnkey roadmap built from hundreds of real-world case studies, expert interviews, and proven frameworks.
- If you're a mission-driven CPG brand that wants to grow profitably, fund innovation, and do more good—this is where you start.
- [Bulletproof Your CPG Brand](#) is the go-to podcast for emerging and growth-stage brands with limited resources and zero margin for error.



Maximize Your Trade Marketing ROI **FREE** [Trade Promotion ROI Calculator](#)

Want an unfair advantage?

**Build a profitable CPG brand —
one focused day at a time. FREE**



This 30-day workbook walks you through the critical building blocks needed to grow, scale, and thrive at retail. Short, practical lessons designed for founders who want clarity and momentum. [30 Days To Extend Your CPG Runway](#)

Retail Solved [Brand School](#)

By Daniel Lohman, CPSA

RetailSolved [Website](#), [Podcast](#), [YouTube Channel](#)

Profitably grow & scale your brand, get the competitive edge you deserve.

Results may vary - nothing is guaranteed

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