

WHEN A CPG BRAND NEEDS A CLEARER NEXT MOVE

REPORTS SHOW WHAT HAPPENED. DECISION TOOLS SHOW WHAT TO DO NEXT.



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Founder, Retail Solved

20+ years across retail, CPG, trade, category, deductions, brokers, data, shopper strategy, and founder operations

THE REPORT IS NOT THE DECISION

I help founders, investors, and growth-stage teams find the hidden commercial constraint behind growth pressure, then turn it into one clear priority, owner, tool, and next action.

CALL ME WHEN THE BRAND SAYS...

- "Sales are up, but cash, margin, or execution feels weaker."
- "We are buying data, software, or support but still guessing."
- "The broker or sales team needs a clearer retailer story."
- "Deductions, promotions, or distribution gaps keep coming back."
- "We need one decision tool before we hire, automate, or spend more."
- "We need a senior commercial lens without another permanent role."

FOUNDER + INVESTOR SAFE

- ✓ Scoped, project-based, or fractional support.
- ✓ Starts with one report, one retailer, one process, or one pressure point.
- ✓ Designed to reduce waste before more capital is spent.
- ✓ No software resale, no platform replacement, no open-ended engagement.

I help teams avoid buying the wrong data, funding the wrong activity, or hiring before the real constraint is clear.

HOW I FIND THE NEXT MOVE

1 READ THE BUSINESS

- Sales, margin, trade, deductions, distribution, availability, and execution
- Retailer priorities, item roles, pricing, and current performance
- Where the pressure is actually coming from
- Which problem is worth solving first

2 READ THE MARKET

- Shopper need, use occasion, language, and repeat behavior
- Retailer economics, category role, and competitive pressure
- Where the puck is going before the play starts
- Why the next recommendation should matter

3 BUILD THE DECISION

- Decision Tool, scorecard, workflow, or retailer-ready brief
- Clear recommendation, owner, evidence, and next action
- Training and handoff using the team's live problem
- Operating rhythm so the decision repeats without the founder

BEST PLACES TO START

- ✓ One-Report Decision Review
- ✓ Distribution Gap / Opportunity Tool
- ✓ Promotion & Trade Decision Tool
- ✓ Deduction Prevention Workflow
- ✓ Broker or Retailer Story Brief
- ✓ Shopper Signal to Retailer Proof
- ✓ Team Scorecard & Handoff
- ✓ Fractional Commercial Bridge

Best fit: founders, investors, and growth-stage CPG teams that need one useful decision, pilot, or operating fix before a larger hire, data purchase, or software project.

SELECTED PROOF

- Built category capability supporting 140%+ growth in 4.5 years.
- Helped identify and close \$25M+ in distribution gaps in eight months.
- Built the original SPINS Distribution Tracker.
- Supported a 4,300-store Walmart strategy and 9% category growth.

START WITH ONE LIVE DECISION.

Send one report, workflow, or recurring commercial problem. I will identify the smallest useful decision tool, pilot, or support engagement.

Retail Solved

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RetailSolved.com/DecisionTools