

A sales acceleration company focused on **delivering better outcomes for many of the world's most iconic brands.** We design and operationalize managed sales and customer experience solutions in Best Buy retail environments.

## BEST BUY TIER 1 APPROVED PROVIDER SINCE THE PROGRAM'S INCEPTION



### HOW WE PROVIDE VALUE

#### MARKETSOURCE SERVICES

- Brand Advocacy
- Level 1 & 2 Merchandising
- Assisted Sales
- Training Advocacy
- Staffing
- Virtual Services
- Retail Consulting

**SALES FORECAST ATTAINMENT** MarketSource has a 25-year partnership with Best Buy that allows us to specialize in providing unique solutions and strategies to meet and exceed your sales goals. Our team of experts will work with you to analyze your current sales performance and are specialized in identifying and implementing areas for increase sales attainment.

**LOCATION INTELLIGENCE** MarketSource collects visit information that will give you field insight and more confidence that your marketing investments are being executed at the retail level. Having this information at your disposal means you can make more informed decisions about how to allocate your marketing resources and ensure that your investments are being used effectively.

**NEW PRODUCT LAUNCHES** MarketSource has extensive experience in launching new products and entire categories inside Best Buy, and we can provide you with the support and guidance you need to make your launch a success.

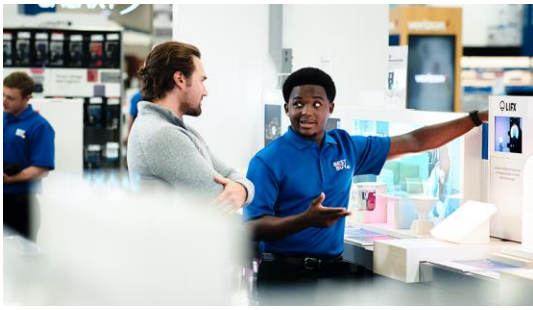
**REVITALIZE A TENURED BRAND** If you have an existing assortment or single product that needs a boost, our team can work with you to develop and implement a revitalization strategy that drives sales and improves customer engagement.

**PRODUCT REFRESHES** We impact our clients' retail brand presence by implementing and maintaining their level 1&2 in-store merchandising strategies. These omnichannel solutions enable our clients to reach their target audience through various touchpoints, increasing the likelihood of conversion resulting in increased customer satisfaction and brand loyalty.



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**We help brands do more at BestBuy.  
Let us do it for you!**



## We Know Our Customers

We take a holistic approach and invest the time to understand your business and culture. This enables us to consultatively assess your service requirements and collaboratively develop an employee value proposition to attract top talent.

“We considered our MarketSource team a big advantage. The last three feet are critical, and our team won the hearts and minds of retail personnel. We invest in our team, and it pays dividends every week. MarketSource provides the tools, data, training, and the know-how to be successful. A big plus when battling competition from the world’s largest companies, and we couldn’t have done it without them.”

*Market leader in Wi-Fi technology*

## **BEST BUY** Partnership Overview / Required Capabilities

### TIER 1 APPROVAL

SALES & DEMONSTRATIONS	BRAND ADVOCACY	MERCHANDISING COMPLIANCE	BUSINESS INTELLIGENCE
Full chain Best Buy coverage	Full chain Best Buy coverage	Full chain Best Buy coverage	Analyzing relevant data to identify patters and areas of opportunity
Direct-to-Consumer events	Training Best Buy employees in multiple environments	Ongoing support of previously set product, displays, fixtures, signage, etc.	Market intelligence & planning
Supporting new product launches	Best Buy experience content development services	Average 1000+ weekly Best Buy visits / 10,000 continuity merch visits quarterly	Location planning & optimization
Assisted sales	Experience in Best Buy customer strategy & insights	Achieving 95% store coverage completion	Trade area optimization
Experiential marketers	Implementing targeted training & certifications to improve the knowledge of Best Buy associates	Our Best Buy approval includes level 1&2 in both continuity and project refresh as well as audits and light merchandising needs	Route optimization
Certified demonstrators	Field relationship with Flex Advisors, Category Advisors, Vendor Advisors & Premium Designers		Customer insights
Mystery shoppers			Performance optimization
Seasonal events			Mitigate cannibalization
Sales attainment through reinforcement with key marketing messages & lifestyle benefits			Suitability analysis ranking

**95%**

Store coverage completion

**10,000**

Visits per quarter covering **2,800** stores

New POP installed in

**598 stores** in **24 hours** with

**92%** completion rate

[Merchandising]



[Read case studies >>](#)