

Third Party Approved Providers and Activities

Tier 1 Approved Providers

	Assisted Sales	Demonstrations	Training	Light Merchandising	Light Construction	Merchandising Level 1	Continuity Level 1	Merchandising Level 2	Continuity Level 2
2020 Companies	✓	✓	✓	✓	⊘	✓	✓	⊘	⊘
ActionLink	✓	✓	✓	✓	✓	✓	✓	✓	✓
BDS Connected Solutions	✓	✓	✓	✓	*	✓	✓	✓	✓
MarketSource	✓	✓	✓	✓	⊘	✓	✓	⊘	⊘
Mosaic	✓	✓	✓	✓	⊘	✓	✓	*	⊘
MTI	⊘	⊘	✓	✓	✓	✓	✓	✓	✓
Premium	✓	✓	✓	✓	⊘	✓	✓	✓	✓
T-ROC	✓	✓	✓	✓	⊘	✓	✓	⊘	⊘

- ✓ = approved activities
- * = approved only for continuity contracted vendors
- ⊘ = not approved



Updated: 7/22/2021

Third Party Approved Providers and Activities

Tier 2 Approved Providers

	Tier 2 Definition
AMS Retail	Tier 2 Third Party Labor (3PL) Providers are approved Providers that are allowed to work within Best Buy stores for specific vendor relationships executing their outlined scopes of work within Assisted Sales, Demonstrations, Training or Merchandising. Tier 2 3PLs are not allowed to expand their book of business within Best Buy without written consent from Best Buy Category Sales Enablement, Merchants and the Vendors alignment.
DSI Systems	
MarketStar	
SASR	All questions in connection with all approved providers should be directed to: ThirdParty@bestbuy.com
WIS	

Approved Activity Definitions

Activity	Definition
Assisted Sales	<ul style="list-style-type: none">• Representatives focused on sales of a particular brand or on sales of a category, technology, or solution.• Primarily focus on customer facing sales activity with secondary focuses on training employees and ensuring their product is merchandised properly.• Assisted Sales programs will drive goals of increasing sell through, customer satisfaction, maximizing revenues, solutions, and overall category growth.
Demonstrations	<ul style="list-style-type: none">• Representatives focused on sales of a specific product or technology by demonstrating its capabilities to our customers and employees.• Typically, not a full sales interaction and is in many cases set up as an event-based activity.• Representatives stay near a specific area encouraging customers to engage an interactive display.• Demonstration programs will drive goals of customer satisfaction while maximizing revenues and solutions of the product or technology.
Training	<ul style="list-style-type: none">• Representatives focused on training Best Buy employees on the sales floor during business hours. They are sometimes referred to as brand advocates.• Primarily focus on training and raising awareness of a specific brand. A secondary focus many times is to ensure their product is merchandised properly.• Training programs focus on knowledge transfer to as many Best Buy employees each visit increasing brand awareness leading to increased sales.• Training can also be instructor led off of the sales floor or instructor led offsite.

Approved Activity Definitions

Activity

Definition

Audits

- All audits need to be approved by Best Buy and reporting of audits provided to Best Buy immediately upon completion.
- Validation of:
 - Product placement
 - Functionality
 - Pricing
 - Signage placement

Light Merchandising

- In most cases light merchandising is done during sales and training visits.
- Placing stickers on packaging
 - Clean & Bright
 - Downstocking
 - Validate signage and pricing

Light Construction

- Including but not limited to:
- Proper equipment and power tools such as drills and cleanup equipment
 - Expertise with fixtures and building materials

Approved Activity Definitions

Activity

Definition

Merchandising Level 1

Projects:

- Displaying (not mounting) a TV/Monitor requiring only 1 rep (less than 39")
- Planogram reflow
- Display product with basic power requirements (plug in)
- New item cut-in for box product and pegged product
- Displaying signage
- Corrugate builds and sets
- Basic troubleshooting (soft reboot, power cycle, etc.)
- Connecting to WiFi
- Connecting product to existing security (Invue, MTI, etc.)
- Basic updating of demo content on a vendor provided display (plug and play)
- Furniture assembly
- Setting of plug and play interactive displays

Continuity Level 1

- Ongoing support of previously set product, displays, fixtures, signage, etc.
- Visits must only consist of work within level 1 merchandising projects.
- Does not consist of any new changes.

Approved Activity Definitions

Activity

Definition

Merchandising Level 2

Projects:

- Mounting a TV requiring 2 installers.
- Mounting a TV at second level.
- Any use of ladder(s).
- Installation of new or modification to existing security systems (Invue, MTI, etc.)
- Installation of interactive displays that includes set up or modification of display components (monitor, media player, audio, software setup, switching system, etc.).
- Complex update to demo content (multiple steps to complete).
- Must carry a set of tools for all jobs.

Continuity Level 2

- Ongoing support of previously set product, displays, fixtures, signage, etc.
- Visits must only consist of work within level 1 or 2 merchandising projects.
- Does not consist of any new changes.

Third Party Provider Contacts

2020 Companies Larry Jacobs, Director Business Development Mobile: 952.484.0475 ljacobs@2020companies.com	ActionLink Tim Nafe, Account Director Mobile: 612.598.5891 Tim.Nafe@actionlink.com
BDS Connected Solutions Jason Boso, Client Services Director Mobile: 612.666.7665 BestBuy@BDSsolutions.com	MarketSource Dave Krak, Business Development Director Mobile: 404.307.3000 dkrak@marketsource.com
Mosaic Sales Solutions Steve Kropp, Account Director Mobile: 612.306.3196 Steve.Kropp@mosaic.com	Mobile Tech, Inc. (MTI) Patrick Mulroy, Director Strategic Accounts Mobile: 952.239.8603 Patrick.Mulroy@mtigs.com
Premium Retail Services (PRS) John Drevlow, Sr. Director Strategic Accounts Mobile: 763.807.4636 jdrevlow@premiumretail.com	T-ROC Ricky Huck, Client Account Director Mobile: 612.207.2699 rhuck@trocglobal.com
Questions on approved providers Thirdparty@bestbuy.com	

