

THIS YEAR, TRANSFORM INTEREST INTO SALES WITH ACTIONLINK.

As industry veterans and technical operational experts, we thrive on tackling even the most intricate retail challenges, forging unity between brand ambition, retailer vision and shopper expectations. Tight timelines? No Problem.

We do it all.

SALES AND BRAND ADVOCACY

- Direct Selling
- Assisted Selling & Demonstrations
- Brand Advocacy & Retail Training
- Demonstration & Event Support

COMPLEX MERCHANDISING

- Level 1 & Level 2 Merchandising
- Level 1 & Level 2 Continuity Work
- Audits
- Installation/Construction
- Maintenance / Repair / Break-fix

"When we needed to roll out a national assisted sales program during the busiest time of the year and do it quickly, ActionLink didn't flinch. They were proactive, quick to act, and got our program staffed and ready to roll right on time. Their data and ability to slice and dice the information and create all of the needed visuals in their Power BI tool were also extremely helpful. Their team was extremely flexible and accommodating to our needs, no matter how often they changed. Lastly, the people on the team are top notch, going above and beyond to make sure you feel supported. They're a great partner to have."

-Sr. Director, Americas Retail



CONTACT

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Bring Your Brand to Life and **KEEP IT THRIVING** with *ActionLink + Best Buy*

Your Growth Partner in Retail. ActionLink is your trusted retail execution partner, helping top brands engage customers, maximize visibility, and drive measurable growth.

Whether you need seasonal coverage or a full-scale sales program, we deliver results that move the needle.



Why Choose ActionLink?

We don't just support your brand; we take it to the next level. Our comprehensive Best Buy programs deliver impactful, data-enabled outcomes that scale with your goals.

- ✓ **OPTIMIZED STORE COVERAGE**
Put your brand in front of the right customers at the right time with data-driven coverage models designed in partnership with Best Buy
- ✓ **DEEP CONSUMER TECH EXPERTISE**
30 years of consumer tech leadership trusted by top brands
- ✓ **WORLD CLASS TRAINING**
Expert training and certification built around your products and initiatives
- ✓ **REPORTING & ANALYTICS**
Delivering timely insights and analytics to drive actionable program improvements and maximize ROI
- ✓ **FLEXIBILITY & SCALABILITY**
Respond to seasonal peaks effortlessly with ActionLink's ready-to-deploy talent network
- ✓ **RETAILER ALIGNMENT**
Trusted relationships from headquarters to every store to ensure shared success
- ✓ **COMPLETE CUSTOMIZATION**
No two brand needs are alike. ActionLink tailors every approach to meet your unique requirements
- ✓ **STRONG BEST BUY HQ COLLABORATION**
Our experienced team collaborates directly with Best Buy teams to deliver flawless, in-sync program execution
- ✓ **FIELD MANAGEMENT**
Driving program success by managing team performance every step of the way
- ✓ **AI-POWERED RETAIL PLATFORM**
Our exclusive AI-powered platform, provides customized insights that unlock measurable results

Moments **THAT MATTER**

Key Touchpoints for the CE Shopper Journey

75% say that the **expertise level of a salesperson** influenced a purchase decision.

20% say **lack of expertise created hesitation** or steered their decision not to buy

~9 in 10 agree it's **important for stores to provide in-store staff to assist shoppers** with decisions.

AND

88% say **in-store assistance is helpful**

**OVER
1/3**

seek out **in-store support methods** and materialson their own.

59%

engage with **video, interactive or staffed demos** in-store.

- 1 Knowledgeable in-store staff remain a powerful driver of purchase decisions**, with over two-thirds of shoppers identifying expert support as a key influence.
- When faced with multiple options, **shoppers turn to in-store support to narrow choices** and validate their final selection.
- Exploration is a critical stage in the shopper-journey** offering robust self-service information alongside staff support ensures retailers meet shoppers' needs at every point.
- Retailers should experiment with creative ways to influence in-store purchase decisions** to avoid lost sales – i.e. using app geolocation and providing targeted, in-store only coupons
- To engage younger shoppers, **product demos should be bold, immersive experiences** versus transactionally-focused exchanges.