

# Field Merchandising Services

*SQM's*  
**Flash  
FORCE**

***"Common Issues. Customized Solutions"***



**SQM**

*Sensors Quality Management Inc.*

## About the Company:

Sensors Quality Management Inc. provides its clients with a variety of Quality / Service Assurance, Market Research, and Mystery Shopping Programs. Included in this offering is a Field Merchandising and Field Marketing service, known as SQM's Flash Force.

With over 50,000 Representatives around the world, SQM will service any and every store, quickly, efficiently, and often at lower costs (due to reduced travel time and travel expenses).

## What is Field Merchandising?

With up to 85% of customers making their purchasing decisions after arriving in the store, retail sales are won or lost based on success or failure at the store level. Take a walk through any major retail store, and you will see messy displays, improperly set planograms, inventory sitting in the warehouse, or a competitor's product on your display.

If it is not being properly promoted and presented, it doesn't matter how good your product is. To succeed in today's marketplace, you need to have an independent team of merchandisers working on your behalf, to guarantee a positive presence in every store.

Having the right merchandising company representing you, will have a significant impact on your retail sales.

## Types of Services:

Field Merchandising	Ongoing Stock Maintenance
Display and End Cap Set-up	Point of Purchase Set-up
Product Recalls	Field / Event Marketing
Merchandising Audits	Mystery Shopping
Onsite Surveys	Sales Blitzes

## Our Technology:

SQM sets itself apart from the competition by providing its clients with the ability to complete projects using our Integrated Research Internet Solution (IRIS). This extremely stable, flexible, and cost effective software solution enables management to easily target valuable information to the right people, in the right place, at the right time, in any format they desire. Whether it is used to train our field force in the specifics of your project, schedule store visits, or obtain real-time status reports, IRIS truly makes us a Flash Force.

### Benefits include:

- Customized programs for each of our clients
- Fast, accurate reporting of information
- Actionable information for specific job functions
- Customized reports, including simple graphs and charts for easy analysis
- Relieve the administrative costs associated with program management

For those companies unable to take advantage of our Internet solutions, a variety of flexible reporting systems are available, including: e-mail, fax and mail.

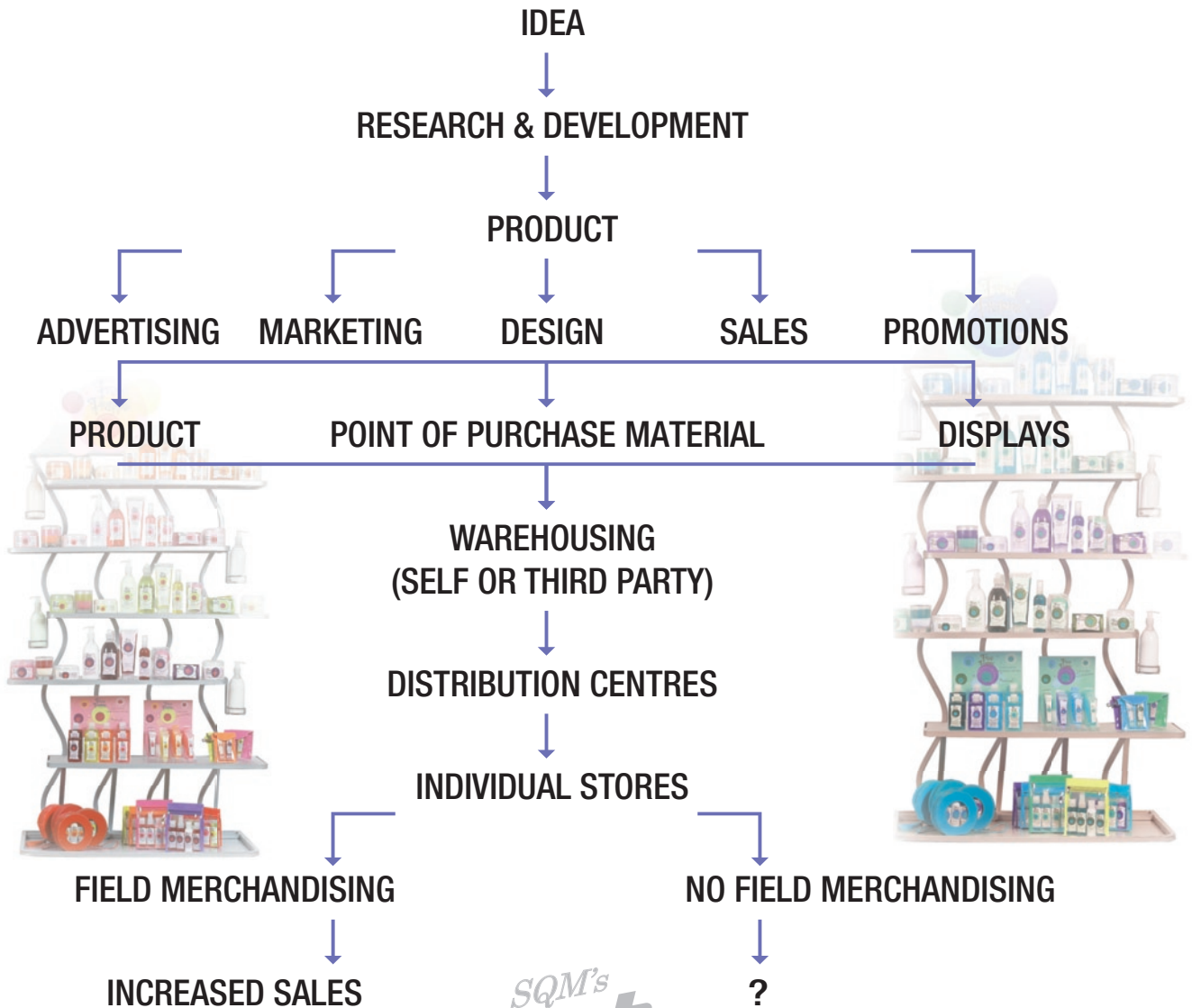
## Our Representatives:

SQM utilizes a worldwide field force in excess of 50,000 Representatives, located in over 40 countries around the globe. Using locally based Representatives allows you to get the job done quickly, efficiently, and often at lower costs due to reduced travel time and reduced travel expenses.

SQM's Flash Force Representatives will fit your needs. By using SQM's sophisticated profiling tools, you can target Representatives with specific demographics, backgrounds, and levels of experience to match your projects.

Our award winning Shopper Training Educational Program (STEP) provides ongoing training and development for SQM Representatives. By providing clear instructions and up-to-date information to our Representatives, you are assured that projects will be completed according to your standards and specifications.

# Merchandising for Success



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Are your products available,  
and **ACCESSIBLE** by consumers ?

Have displays been properly  
set-up, and fully **STOCKED** ?

Is your product packaging neat, clean, and  
**PRESENTABLE** ?

Are products **ACCURATELY** priced ?

Have recalled, or outdated products been taken out of  
**INVENTORY** ?

Is current **POINT OF PURCHASE** (POP)  
material being displayed ?

Are retail staff familiar and  
**KNOWLEDGEABLE** about your product ?

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