

Merchandising excellence Store audit and execution scorecard 2015

If criteria is yes enter the number 1 in the box. If criteria is no enter 0. If criteria does not apply enter N/A in box and deduct points from total possible to determine inspection score.

Distributor: _____

Address: _____

City: _____ State: _____ Zip: _____

Date: _____ Sales rep name: _____ Rep agency: _____

Merchandising execution	Yes = 1 Point No = 0 Points
Primary display (display is set to plan-o-gram)	
Displays are in best location (high traffic area)	
Over 50% of plan-o-gram SKUs are merchandised	
Modular spacewall kit displays are set up	
Command the category (Both Fluke/Amprobe brands are merchandised)	
Secondary Display (displays are out on showroom floor)	
Demo station has been updated, products stocked (if available)	
PDQ accessory display	
Fluke or Amprobe floor display	
Counter attack (displays are on sales counter)	
Interactive display is on the counter	
Display demos are working	
Counter pad is available	
Inventory management	
All hooks are fully stocked (no empty hooks)?	
New products are on display	
Maintenance/restock/rotate/clean	
P.O.S. availability (collateral is available)	
Literature/catalogs/brochures	
Floor graphic	
Header sign	
Reorder cards	
Total points for this inspection (Total possible points for merchandising = 17)	

	Core products are on display		Did you get an order?	
	Yes	No	Yes	No
Fluke Connect				
VTO4 OR VTO4A				
Visual IR				
Thermometers				
Digital multimeters				
Clamp meters				
Electrical testers				
Thermometers				
Accessories				
Other (List items)				

Plan-o-grams (POGS)	#	
Fluke products on display (1 per SKU)?		
Amprobe products on display (1 per SKU)?		
Number of obsolete items on display?		
Service	Yes	No
Made sure display is set to POG?		
Cleaned and restocked display?		
Checked batteries in all demos?		

Promotional execution	Yes = 1 Point No = 0 Points	Goals for next visit:
Promotional display is on the counter		Have you set up a counter day or product training? Date: _____
Redemption forms are available		
Total points for this inspection (Total possible points for promotions = 2)		Follow up visit date: _____

Score	
Total points received for this inspection	
Divide total points received by total possible points	÷
Total possible points for this inspection	
Your evaluation score	

Rating scale

