

# CROSSMARK & PELICAN

*Leveraging sales capability and relationships to secure OFDs and pathway to expanded ranging in Bunnings*

## BACKGROUND

Pelican designs and manufactures high quality protective cases, lighting systems, coolers, and storage solutions.

The objective of this sales drive was to display and promote Pelican's new colour cargo case range through securing off-location displays (OFDs), which also helped educate and drive sell-out in stores of a product normally only available by special order.

## INSIGHTS



Expanded range only available through special orders desk - this is an awareness and education barrier as well as friction to convert a sale



Relationships with stores is key to negotiating and securing over and above space



Opportunity to broaden sales in stores outside of the traditional target market



When used strategically, staff incentives are a great lever to pull for over and above action

## STRATEGY & SOLUTION

- ✓ Team capability training & upskilling - building hardware team confidence in sales training and objection handling for OFDs
- ✓ Engage and build rapport with senior stakeholders who have in-store ability to approve OFDs
- ✓ Targeted expanded range (only on special order) for OFD in-store placements
- ✓ Co-funding a team incentive program

## RESULTS

This sales drive exceeded expectations and key success metrics:

**150%**

of target achieved, gaining additional OFD locations across the country



Secured OFDs for core and non-core SKUs (colour variants)



Range expansion pathway - gave Pelican valuable intel and sales data into their product performance in physical retail to discuss ranging with Bunnings

*Working with CROSSMARK on our recent off-location project was a huge achievement. The team were very collaborative, brought great ideas and ensured follow-up to ensure and measure success. They provided regular feedback and implemented it in a timely manner with instant results. With their extensive Bunnings knowledge and experience, we will definitely leverage this to run another project together very soon. Thanks again CROSSMARK Hardware Team.*

**Adam Calderbank**

Key Account Manager | Pelican Products Pty Ltd

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