

**WAF** WE  
ARE  
FOCUS

2025 - PRESENTATION

[aurelien@wafsales.com](mailto:aurelien@wafsales.com)

**WAF** WE  
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JOIN FORCES  
+  
CATEG FOCUS

[aurelien@wafsales.com](mailto:aurelien@wafsales.com)



## Value Proposition

We build shared commercial task forces with a category focus

Gathering a pool of insurgent brands willing to accelerate at Retail

In a premium quality execution mindset



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## Our Team



[aurelien@wafsales.com](mailto:aurelien@wafsales.com)



## Our services



### Key Accounting Services We meet key deciders at key customers

Book a meeting, convince, close a deal, set-up in systems, launch

Powered by **HubSpot**



### Field Sales Force Services We execute in store in a bic\* mindset

Grow distribution, look great on shelf, get 2ndary placements (\*best in class)

Powered by **halo**

[aurelien@wafsales.com](mailto:aurelien@wafsales.com)



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# Key Accounting Services



## KAM Services // our Partners



# KAM's ways of working



## Build a plan

Define strategy, build bottom-up, define financials, set-up OTC



## Negotiate with customers

Pitch the brand, negotiate conditions, set-up systems, manage promos & activations



## Report, forecast, manage P&L

Manage forecast, generate reporting, actions plans reco, P&L management



## We address all key customers & channels

### CONVENIENCE



### SM/HM



### ONLINE



### OOH



### DISTRIBS



## Comercial policy



### First 6 months

XX€ monthly fix fee  
0% commission on net sales



### Next 12 months

XX€ monthly fix fee  
6% commission on net sales



### > 18 months

0K€ monthly fix fee  
12% commission on net sales

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# Field Sales Force Services



[aurelien@wafsales.com](mailto:aurelien@wafsales.com)

## FSF Services // our Partners

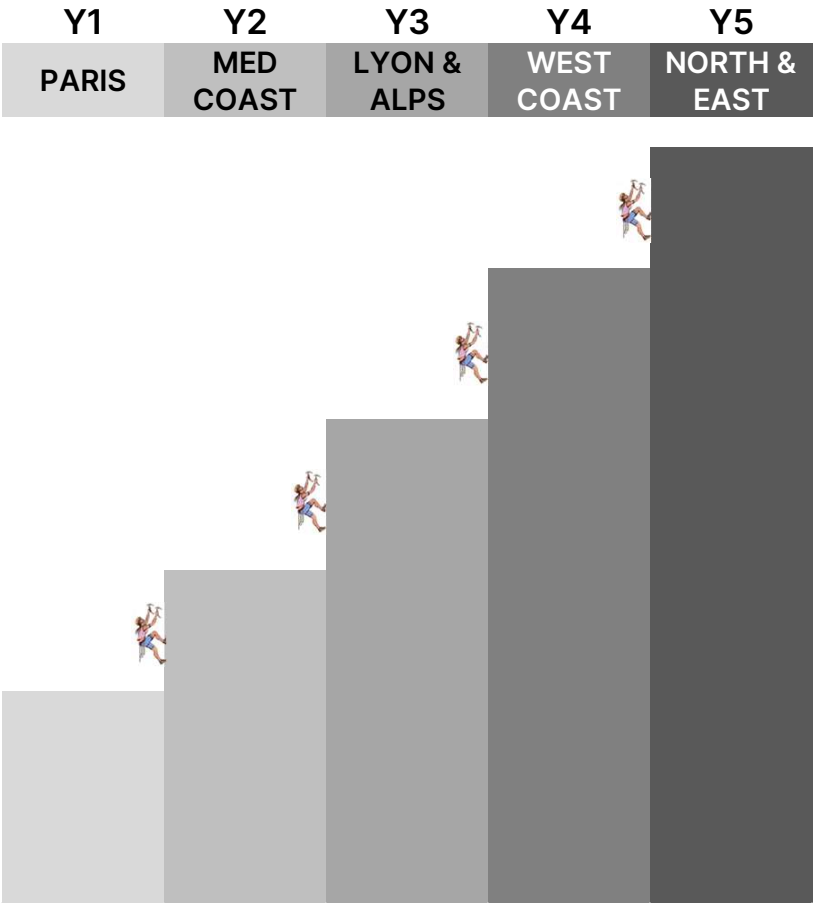


# We align Partners on a joint plan

We start with the best retailers at the best regions, we make a success there, and then we extend progressively to other key regions.

Example

- ITM NORD
- ITM EST
- CL SCAPARTOIS
- CL SCAPALSACE
- SYSTU OUEST
- ITM OUEST
- CL SCAOUEST
- CL SCALANDES
- CL SCASO
- SYSTU EST
- ITM RA
- CL SOCARA
- AUCHAN
- CRF NATIONAL
- SYSTU SUD
- ITM SUD EST
- CL LECASUD
- CRF SUD EST
- SYSTU NORD OUEST
- ITM IDF
- CL SCAPNOR
- CL SCADIF
- CRF IDF
- FRANPRIX
- MONOPRIX





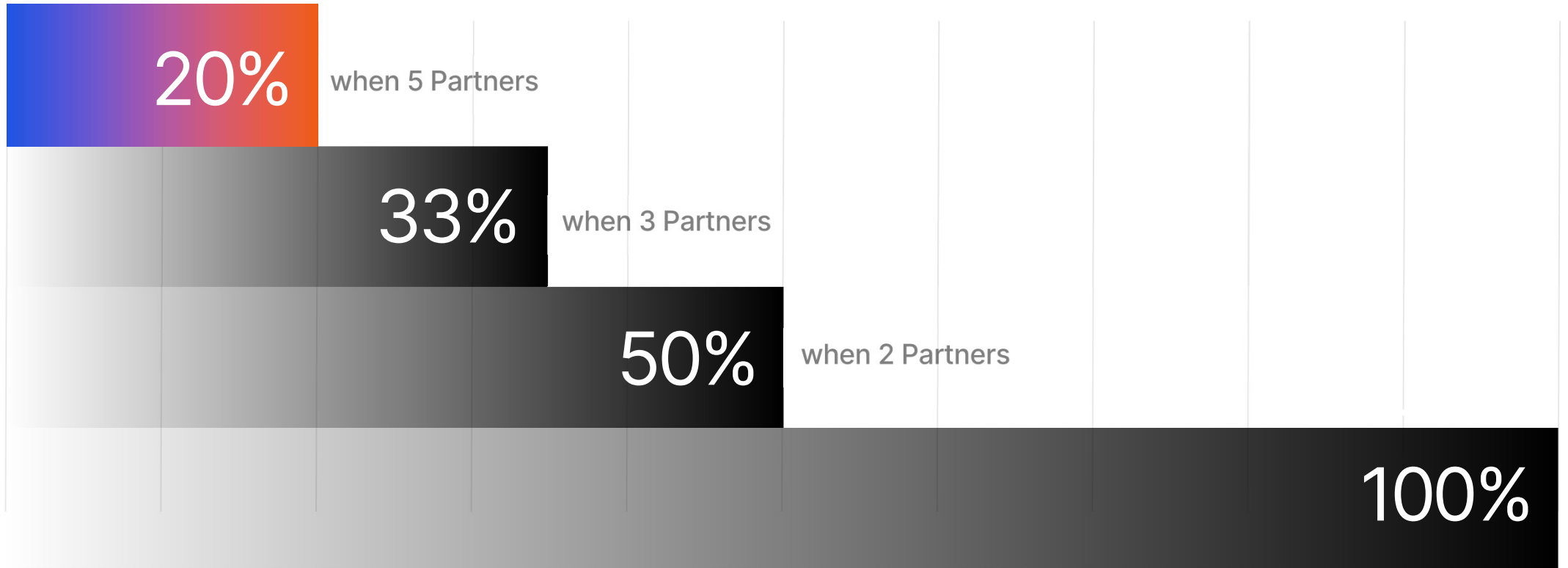
## We scale task force accordingly

We can start small:  
1 Sales Manager  
+ a few Reps

Then, we progressively staff the team  
with more Reps and an adapted mid-  
management line.

Example	Y1 PARIS	Y2 MED COAST	Y3 LYON & ALPS	Y4 WEST COAST	Y5 NORTH & EAST
FSF MANAGER #2				1	1
FSF MANAGER #1		1	1	1	1
REP #15					1
REP #14					1
REP #13					1
REP #12				1	1
REP #11				1	1
REP #10				1	1
REP #9			1	1	1
REP #8			1	1	1
REP #7		1	1	1	1
REP #6		1	1	1	1
REP #5		1	1	1	1
REP #4	1	1	1	1	1
REP #3	1	1	1	1	1
REP #2	1	1	1	1	1
REP #1	1	1	1	1	1

## We share cost among Partners



Pay per us = partners decide by when a resource is "activated"

Open books = we only invoice when resources are in



## We lead a community of brands unifying Sales Capabilities

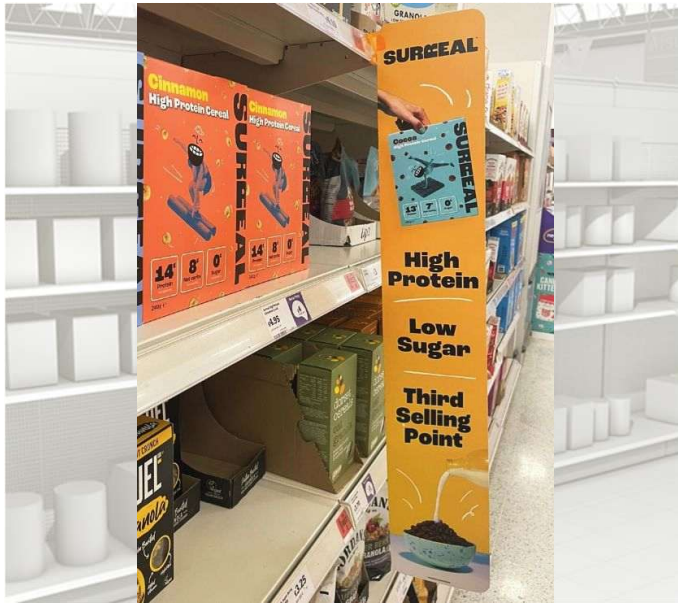
We sign off together potential new partners willing to join the pool.

2 general meetings per year to welcome newcomers, discuss joint projects and celebrate results!

WAF ensures both the confidentiality of the partnerships ("silot" way of working) as well as good communication & organization within the task force



# Field Sales Force vision of success



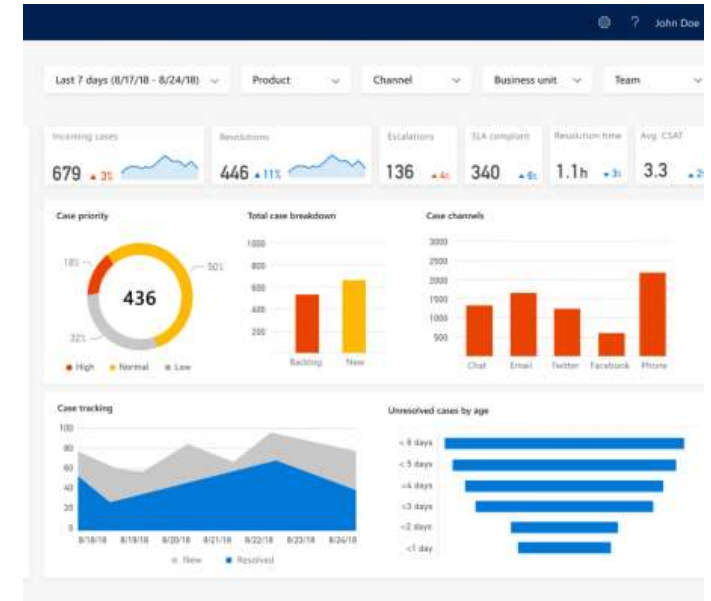
## On shelf execution

Grow distribution, brand block, pos tools, excellence in execution mindset



## Secondary placements

Permanent & temporary displays, category events, tasting sessions (out)



## Consistent reporting **talent**

CRM live access, weekly 121, monthly business review, quarterly contract review

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thank you  
gracias  
merci

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