



Building Your Strategy to Optimize Sales

Our Approach to Sales Optimization

Holistic view of your business while identifying key cross-functional areas

Ten Eyck Business Solutions supports both emerging & existing brands thorough sales, inventory management, demand/ supply planning, and sales operations consulting.

With over 25 years' experience in the Beauty Industry, we understand the challenges and complexities of balancing inventory needs with sales targets and are able to find the delicate balance between the two, optimizing business performance & driving revenue growth.

Building a foundation for the future

Ten Eyck Business Solutions can be engaged to work with your company on a short-term basis for projects spanning days, to the long-term solutions for the more developed month/year initiatives.

We can act as your temporary sales, sales operations and/or forecasting team until a permanent solution is developed. Once a permanent team is in place, we can train them to take over the specific processes and tools we create for you.

At TBS, we understand that every business has different needs and will collaborate with you, creating a plan to fit your needs and budget.

What We Offer

Sales

Sales Operations

Sales Enablement

**Demand Planning
&
Inventory Management**

Production



Foundation of Sales

The 4 P's



Placement

Distribution

Opening Distribution
Strategy
Sales Plan
Servicing Customers



Promotion

Seasonal Impacts
Promotional Calendar



Product

Competitive Landscape: Where is
your product positioned compared
to the competition?



Price

Pricing Analyses: Is your price
structure in line with the market?
Is your profit margin enough to
sustain the brand?

Demand Planning

*“To make a sale you must have
Inventory to sell.”*

While common, many businesses don't focus on inventory management until there is a problem.

Without a way to manage inventory, most start-ups will undergo a very painful period of huge fluctuations in inventory.



Demand Planning

Vital for the consistent & reliable production of products, efficient managing of inventory, and for the sustainability of a brand

Without the construct of formal forecasting system, brands struggle determining the volume of finished products to produce and the components necessary to create those products.

Countless hours are spent managing on hand inventory, receipts, and coordinating shipments from suppliers.

A forecasting process must be implemented to manage inventory and support sales, adaptability and scalability are critical.



Forecasting Process

TBS uses a proprietary Forecasting Tool which creates a dynamic sales forecast based on a selection of criteria chosen by the brand such as:

- Sales History
- Seasonality
- Trend
- Growth Rate
- Market Penetration
- Product Attributes

The tool's output is the foundation of all inventory management processes enabling:

- Monthly Finished Goods Forecast
- SKU Set Up
- SKU Classification
- Reporting: On Hand, Loss Sales, Sales by SKU
- SOP's created for all processes to ensure constancy going forward
- Component Management (BOM) & Forecasting by Product
- Supplier Coordination



Sales Operations

Sales Operations encompasses all business activities and processes that help a sales organization run effectively and efficiently.

An effective Sales Ops team does more than report numbers - they analyze the past, forecast the future, and are agile in execution to alter the course of the business.

Information available, with the ever evolving internet, is boundless. Sales teams are inundated by the volume of data to review, paralyzing their efficiency.

Generally, the qualities that make someone a successful salesperson can also make them fail in Sales Ops.

Why would you underutilize a key resource by having your sales teams spend time looking at data? It is more cost effective to have them do what they do best...Sell.

Companies are realizing that the sales teams' effectiveness is directly related to the strength and support of their Sales Ops teams.



Sales Operations

Accurate and current sales data is the foundation on which business is built.

Accurate information and the ability to analyze data is necessary to drive more informed and proactive decisions while being agile in the ever-changing industry.

Businesses often overlook the importance of foundational data resulting in downstream affects in the long term.

Departments impacted

- Sales
- Marketing
- Inventory, Supply Chain
- Finance & Senior Management

Systems Impacted

- Accounting
- Forecasting
- Replenishment



Production



Component Forecast

Creating Product BOM's



Communication with Suppliers

Ensuring Components are received.

Monitoring actual ship date vs committed

Reconciling units received vs invoiced



Managing PO's

Placing PO's

Negotiating MOQ to ensure its in line with budget and production need



Sourcing New Suppliers

Testimonials

"I have worked with Linda for the past seven months. She introduced a Forecasting process that we desperately needed. She is a highly driven, absolutely committed and skilled Sales and Operations professional with excellent knowledge of the Beauty business."

Salvatore Piazzolla – CEO / Founder



Linda was invaluable to Surratt Beauty in helping build the foundation of the brand's operations. She was able to piece together and analyze key data to create a comprehensive inventory management and forecasting tool which provided the much-needed visibility and clarity to the organization to make strategic operational decisions. She was a pleasure to work with, timely and highly responsive. I'd highly recommend her for future projects/engagements!

Molly Williams | Vice President
2x Consumer Products Growth Partners

I have known and successfully worked with Linda Ten Eyck for almost 30 years. We began our partnership when I was a Buyer for Bloomingdales and continued working together building brands throughout my 23-year career at Bergdorf Goodman. I have always known her to be a very smart, strategic, and honest business partner. She has tremendous business acumen and can be trusted to get the job done in an efficient manner. She would be an asset to any company who enlists her to help establish and build their business.

Patricia C Saxby- VP DMM Cosmetics

Ten Eyck Business Solutions Implemented Sales and Inventory reporting. They introduced a planning tool that accurately forecast our product demand and component needs. I worked closely with Linda on developing these processes for our company. Throughout the process the TBS team was dependable and always available.

Joyce Avalon – President



Testimonials

I had an opportunity to work with Linda as a colleague at Shiseido and as her client. Linda's extensive industry knowledge and experiences in sales, general management, sales operations and marketing enable her to consult and guide wide variety of projects. She was instrumental in helping us develop our business plan utilizing a sales planning and reporting tool she created. The tool was easy to use and very adaptable. Linda was extremely flexible and worked within our time constraints. She is dedicated, very professional and will go far and beyond set objectives to exceed expectations. I highly recommend Ten Eyck Business Solutions.

Tomoko Yamagishi – Dressler SVP, Marketing and Sales
Clé de Peau Beauté



"Linda is a dynamic, driven professional with passion and commitment to deliver. She is strategic, analytical and thorough. I could always rely on her and trust her to provide me complete support for what I needed to run the business, in my role as CEO."

Heidi Manheimer-Former CEO, Shiseido Cosmetics America

I have successfully partnered with Linda, both as VP, Sales Shiseido and as President, VERONICA TRENK & ASSOCIATES, LLC on brands such as Tammy Fender and Kjaer Weis. Linda has a unique ability to simplify her vast organizational and planning experience. Brands building equity can immediately tap into it and bring value to their own brands. Specifics available on request.

VERONICA TRENK- VERONICA TRENK & ASSOCIATES, LLC

Next Steps

The first step in exploring our professional partnership is the exchange of information. This is integral to better understand the current positioning of your brand in the current market(s), as well as the potential for your brand in the US market, setting you up for success.

Key Details - Finished Products

Usage: Brand/Product Positioning & Distribution Strategy Development

How are the products used?

What are their benefits? What is the differentiating factor for your products?

What are the key benefits of your products and is there substantiating documentation to support (e.g. studies/research supporting)?

What are the ingredients of the products & can you provide IL, MSDS, and/or COA?

Suggested Retail price (SRP) in the current market(s) of distribution & the US

Cost of Goods Sold (COG) by SKU

Item number and UPC code (if already assigned)

Current On Hand by SKU

Lead time needed to produce each SKU (assuming components are on hand)

Key Details - Components by Product

Usage: Component Forecasting & Potential Sourcing Considerations

Component Supplier: Name, location

Component Specifications: MOQ, lead times for order, fulfilment, shipping

Price details with Terms information (e.g. bulk discount, invoicing discount)

Current on hand by component

Key Details - Sales Strategy

Usage: Baseline information to evaluate performance, risks, and opportunities

Sales History: by SKU, customer/distribution type, month

Current Distribution: What is the volume of your current business?

New Distribution: What is your target volume for new distro to protect profitability?

Next Steps

Contd.

Distribution & Positioning

Usage: Development of distribution strategy, PR strategy, and sourcing of additional resources

Current Distribution: How many points of distribution/countries are you in?

Type of Distribution: Physical stores, direct EComm, indirect EComm

US Plans: Preliminary information, where do you see the brand sold

Demographics: Who is your customer, who could your customer be in the future

Packaging: What are the dimensions of your products, are there fixtures, how is it displayed

Warehouse Information

Usage: Logistics Strategy

Where are the products produced & shipped from?

Do you plan on using a US warehouse and/or shipping facility?

Accounting

Usage: Ensuring brand infrastructure can support US expansion

What country is your brand registered in?

Current invoicing process for countries outside the registered country

Do you plan on creating a US entity? Could ease logistics of international wire transfers

How do you manage the invoicing/ordering of components?

General Information

Brand Name

Legal Company Name, Address, & Company Registration #

Additional Considerations

The below topics do not fall under the domain of my experience explicitly, I'm happy to recommend contacts & make connections should you require

Accounting service

Warehouse based on the East Coast – Fulfilment, shipping, etc.