











































# Example: Commercial Role Sort



# Roles & Responsibilities

	Brand/NPD	MARCOM	Sales	Finance
Brand Strategy & Consumer Insights	✓			
New Product Development & product improvement	✓			
Customer overview, objectives & strategy			✓	
Displays, national promotions and merchandising solutions		✓		
Forecasting inputs, both MF/NF as well as monthly OL inputs			✓	
Pricing implementation & new item introductions			✓	
Let's make a deal inputs, modeling and approval			✓	
Advertising & Packaging Graphics	✓			
National Sales Meeting Presentation	✓			
Line review preparation & presentation			✓	
In-store, eCRM, PR, Event, Trade show		✓		
Monthly results, close & business reports				✓
Existing sample orders – trade shows, line reviews, etc.			✓	

**Accountability:**

-  Owner & Lead
-  Key input/support
-  Consultative

# Example: Line Reviews

Minimum Line Review Timeline: “80” accounts = 6 weeks / “20” accounts = 4 weeks

