



The Q4 Execution Readiness Scorecard

Your Q4 plan is set. Is your execution ready for reality?

The promotions are agreed. Forecasts are in. Activity is planned. But peak trading rarely plays out exactly as expected. Availability changes, displays don't always land, demand moves and opportunities emerge in different places.

Use this quick scorecard to test how well equipped you are to keep execution on track, prioritise the opportunities that matter and respond quickly when reality moves away from the plan

How to score yourself

Score each statement:

- 2 - Yes, we're confident
- 1 - Partly / some gaps
- 0 - No / not currently





VERIFY

How confident are you that the plan will land in-store?

1 | We have sufficient visibility to know whether our most commercially important promotions and displays have landed as agreed.

2 **1** **0**
☐ ☐ ☐

2 | We can identify availability, replenishment and compliance issues across the stores that matter most.

2 **1** **0**
☐ ☐ ☐

3 | Our Q4 field coverage gives us sufficient assurance across priority stores, including those outside our regular call cycle.

2 **1** **0**
☐ ☐ ☐

4 | We can check that execution is being maintained throughout a promotion, not simply that it was correct at launch.

2 **1** **0**
☐ ☐ ☐

5 | Where an execution issue is found, there is a clear route to fix it in-store, rather than simply report it.

2 **1** **0**
☐ ☐ ☐

Your **VERIFY** score...



PRIORITISE

Will you know where intervention can make the biggest difference?

6 | We can distinguish between a minor execution issue and one that represents a significant commercial opportunity or sales risk.

2 **1** **0**
☐ ☐ ☐

7 | If execution starts to fall short across multiple stores, we can identify where intervention should be prioritised first.

2 **1** **0**
☐ ☐ ☐

8 | We have sufficient visibility during critical trading periods to identify emerging issues quickly.

2 **1** **0**
☐ ☐ ☐

9 | We can identify stores where demand is outperforming expectations and where additional execution support could help capture the opportunity.

2 **1** **0**
☐ ☐ ☐

10 | We can use performance and execution insight to focus field resource where it is likely to generate the greatest return.

2 **1** **0**
☐ ☐ ☐

Your **PRIORITISE** score...



RESPOND

Can you act when reality moves away from the plan?

11 | If demand changes unexpectedly, we can redirect field resource towards the affected stores or categories quickly.

2 **1** **0**
☐ ☐ ☐

12 | If a major promotion is under-executing, we can deploy additional support without disrupting other critical activity.

2 **1** **0**
☐ ☐ ☐

13 | Our execution model can adapt to unexpected events such as weather, competitor activity, retailer changes or stock issues.

2 **1** **0**
☐ ☐ ☐

14 | We have access to additional field capacity if our existing teams become stretched during peak trading.

2 **1** **0**
☐ ☐ ☐

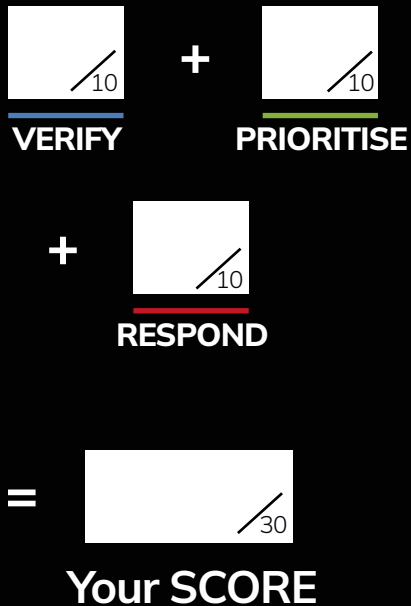
15 | We can move from identifying an important execution issue to taking corrective action in-store quickly enough to protect the sales opportunity.

2 **1** **0**
☐ ☐ ☐

Your **RESPOND** score...

Your Q4 Execution Readiness Score

Add together your three scores.



What does your score tell you?



25-30 | Execution Ready

You have strong execution assurance and the ability to adapt as Q4 unfolds. Keep watching where opportunity and risk are moving and ensure resource moves with them.



18-24 | Some Exposure

The plan is strong, but there may be gaps between what's agreed and what happens in-store. Your lowest-scoring section should indicate where additional assurance or contingency is worth considering.



0-17 | Value at Risk

Execution gaps could put some of your planned Q4 opportunity at risk. Focus first on the highest-value promotions and stores, then consider where greater visibility, coverage or response capacity would have the greatest commercial impact.

Turn insight into action

Your score should help highlight where greater execution assurance could protect your Q4 opportunity. Depending on where the gaps are, CPM could help you:

KNOW

See what's really happening in-store.

Gain greater visibility of availability, promotional compliance and execution across the stores that matter.

PRIORITISE

Turn identified issues into action.

Correct availability, merchandising, display and promotional execution gaps in-store – not simply report them.

FIX

Turn identified issues into action.

Correct availability, merchandising, display and promotional execution gaps in-store – not simply report them.

FLEX

Add capacity when and where it's needed.

Use our flexible, syndicated resource to extend coverage, respond to changing priorities and support critical trading periods without adding permanent field capacity. Deployed in as little as 72 hours.

From identifying the opportunity to taking action in-store, we can help you protect the value of your Q4 plans and make every intervention count towards greater sales.

 Contact Us
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Find out more here

CPM