

FrontEdge Merchandiser

The FrontEdge™ Merchandiser program sends trained merchandisers to your store each month. Prepared with the latest product information and flexible merchandising tools, your merchandiser will implement your front-end decisions on new products, category updates, and promotions, and execute national campaigns and programs, so your shelves are consumer ready and your staff can take on other tasks.

Benefits

Add new products promptly. Each month, your merchandiser will cut in new products preselected for contribution potential, so you stock products backed by manufacturers' advertising.

Keep best sellers on your shelves. Over the year, your merchandiser will review and reset 20 product categories, so you maintain the optimal selection of core brand products and value-priced Sunmark alternatives.

Execute retail strategies that help boost sales and profits. Your merchandiser will reset selected categories each month to upgrade your selection with the best-selling products and at times execute national promotions designed for you.

Save staff time. Monthly merchandiser visits to cut in new products, place promotional materials, and reset categories free your staff for other tasks.

Features

Your monthly service begins when your dedicated merchandiser calls to confirm the service visit and inquire about special needs or concerns. On a typical in-store call, your merchandiser will:

- Cut in new items, and identify and delete slow movers
- Reset selected categories, using your pharmacy's Purchase History Report
- Place promotional materials and place shelf-talkers for selected promotions, when available
- Refresh literature and brochures
- Ask survey questions for the following month's category upgrade(s) and confirm details regarding the next visit



To learn more and enroll:

- › Contact your McKesson representative or call 877.625.3343
- › Visit the FrontEdge Merchandiser page on McKesson *Connect*

The FrontEdge Advantage

FrontEdge Merchandiser can be fully integrated with the FrontEdge Pricing and FrontEdge Planograms programs to bring you a complete front-end management solution for your Health Mart pharmacy: the right products, at the right prices, placed in the right positions by trained in-store merchandisers.