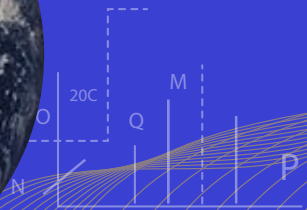
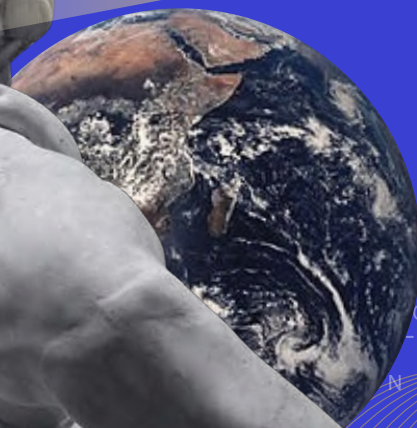




How to sell Inventoro

A 1-0-1 guide to help partners understand
and sell the product



Our mission

Our mission is huge. We want nothing less and nothing more than to help SMEs in the retail industry to challenge the major players.

And if not challenge, then at least keep up. This is important, for the market, for the customer and for the modern society as we know it.



It is a big mission and we do need all the help we can get. We have the Inventoro technology and now we invite you to make the technology popular and available to all.

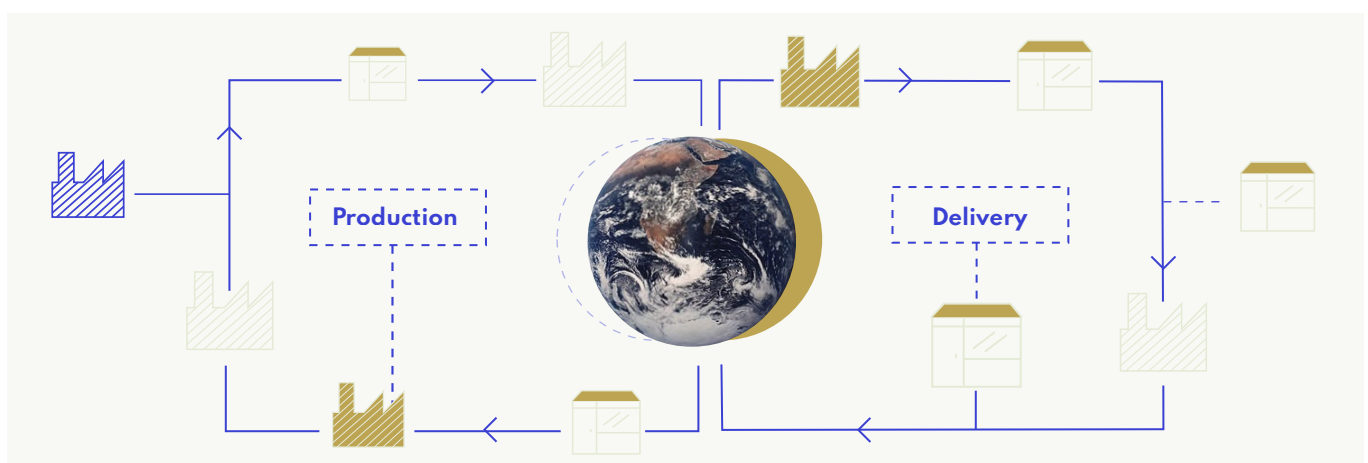
01

As Inventoro partners you're given the opportunity to finally make things right for the retail market. The technological disadvantage of the global giant market leaders and the local hero retail operators has been increasing so quickly, that it is almost impossible for the smaller players to still make a competitive offer. Almost! Thanks to Inventoro these clients can make a change for themselves and it is up to you to help them succeed.

This handbook will guide you through the key benefits of our product, it will explain the philosophy of our service and it will help you understand the hearts and soles of our customers.

The following lines will give you a step-by-step and a word-by-word instruction manual to sell Inventoro in loads. The advice is a result of our years of work in forecasting and replenishment and they are arguments proven in time.

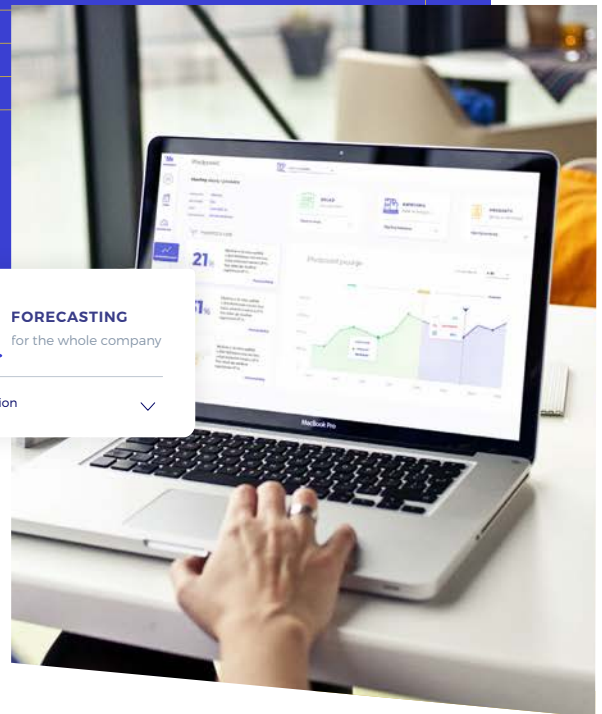
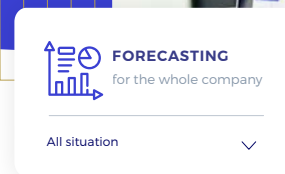
Take a look at this image. This represents 35 million SMEs over the world, which could benefit from our technology. Let's offer them Inventoro together!



What is Inventoro

Inventoro is a sales forecasting and inventory optimization tool for small and medium sized businesses.

It enables business owners, and shop operators alike to see the future. Not in a science fiction, or mystical kind of way, but in hard data and numbers.



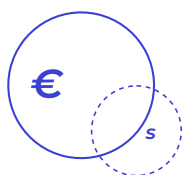
Seeing the future in retail sales is quite beneficial. It enables business owners to plan. And planning is really the turning point which differentiates small shops from retail chains. Planning is what turns an operation-driven business into a data-driven business. It's the first and foremost important factor to building a retail business at scale.

So Inventoro is a sales forecasting tool in definition, but in fact, it is a ticket to growth and business continuity. Sales forecasting offers a unique scope into the world of tomorrow which isn't just a cool thing to do, but has a direct impact in inventory and cash flow. The two most dominant profit factors of any "buy-sell" business.

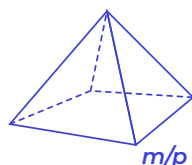
As an Inventoro partner, it is your opportunity to offer this enormous benefit to your potential customers. Once you succeed in explaining the true benefits of our service to your customers, then any sales discussion will inevitably lead to a "shut up and take all my money" conclusion. Of course. It's never easy.. Things do get quite elaborate especially in the details. Which is why we are going to explain everything from beginning to end in the following pages.

Key takeaway: Inventoro is a ticket to growth, effectiveness and business continuity. It's the last missing piece to doing retail at scale.

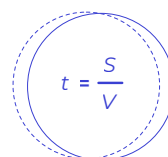
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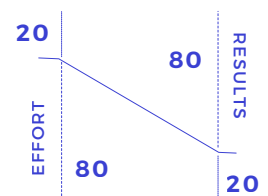
02



03



04



How Inventoro works

Inventoro has three beneficial functions:



01

02

03

**Sales
Forecasting**

Replenishment

**Winners
& Losers**

These are clearly visible in our app as each represent a single screen.

It is however important to understand that these screens are closely connected and cannot really work well without one another.

Although they are single stand alone benefits for the customer, for you - as an Inventoro insider - they should work as a package.

Here's why:



Sales forecasting

This is the core calculation of our system and the gold of our product. Our forecasting models are so unique that we make it almost impossible for our competition (especially in our price range) to catch up. We are miles ahead. This is some heavy duty PhD-level mathematics, together with principles of AI and deep learning. But what you have to know is the principle of the model.

As a matter of fact we don't have one model, but over one hundred models and they represent different ways of forecasting. The problem is that each product in our clients inventory requires different approaches and we never know (nobody does) which one will be the most efficient. So we let them compete.



It goes like this. Each algorithm produces a forecast for each item alone everyday. They produce it on new data (of course) but on the side they also produce it on a little bit older data. This is a reference calculation, because the forecast on older data can be cross checked with reality and give the algorithm a accuracy score.

So, when you have these accuracy scores for all algorithms the system then easily chooses which algorithm is going to work best for which product.

This scoring evaluation is done every day, so the algorithms might work one day and then move to the side the next day and make space for a more accurate model. This way we make sure the client gets the most accurate model and also it is the principle of our self learning curve. This means that the accuracy of our forecasting actually improves over time.

With this method we reach up to 80% accuracy. This might sound boring and we don't really recommend to use this as a sales argument (clients mostly don't care to be frank), but it is huuuuge! Imagine you could know the outcome of a tennis match with 80% accuracy. You would win 4 out of 5 sporting bets, which would very quickly make you insanely rich. So rich you could buy an island, which would have a smaller island next to it. So when guests arrive, they could have a private island of their own. That's how insanely rich you would be.

So now that you understand the principle and the accuracy of our forecast you should start to realise what a powerful tool we are offering to our clients. This isn't some nice looking dashboard. This is heavy duty, next generation business intelligence. This used to be available only to the most powerful and now it's for anybody to use.

As said. Our clients usually don't care how we create the forecast. They only seem to care, if it works or not. We only thought you should know the details as details are important in our field of expertise.

Product segmentation

The next big chapter and a vital piece to the whole Inventoro product is product segmentation, or as we call it Winners & Losers. What this really is in the world of retail business intelligence is an ABC analysis.

In terms of computation and next gen mathematics, Winners and Losers is the most simple thing we have. Ironically, it is also the screen, which creates the biggest buzz and excitement among our customers.

They understand the benefits of this very quickly and it directly addresses their struggles. All despite the fact, it is just a nice looking "excel script".

Ultimately what Winners and Losers does is it sorts products from most profitable to least and it draws two lines in the list. Thus it creates three separate categories to give our users insight into their portfolio.

It tells business owners, which products are the most profitable and which create inventory trash. This might seem obvious, but it is not. And once our customers see this one screen they are amazed. Especially once they can filter the list by location or category. They like to play with this feature and it never seems to stop amazing.

What you need to know however is why we created this feature in the first place, especially when it really only sorts and filters. For inventoro the Winners and Losers section is vital, because it tells us the service level for each product in client's portfolio.

We are going to spell this one more time **SERVICE LEVEL.**

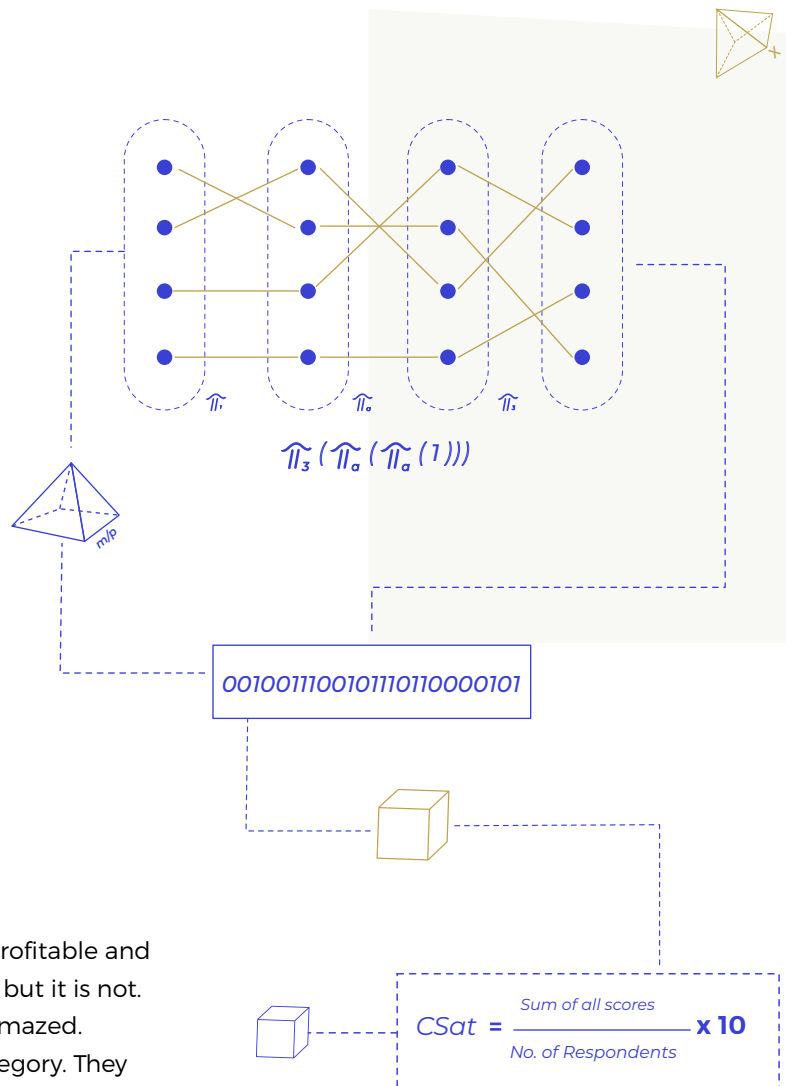
Service level is a number in percentage, which tells us how available each product should be for sale. When talking to your customers you might hear them refer to this as on shelf availability, customer satisfaction, ability to deliver, or delivery performance. In all cases, it is a number which values the availability of products for sale.

Basically winners should stay available at all times. They make the most money and customers enjoy these items. They are the most common and most admired products. We want to keep these available in the inventory of our clients as much as possible. The service level for these would be plus 99%.

Chasers are semi important. Our clients want to have these available but nothing drastic will happen, if they run out for a day or two. We set the service level for these for 95% or so.

The last category - Losers. We don't set any service level as we generally advise our clients to delist these items and stop selling them all in all.

One last thing you should know about product segmentation. There are different ways you can sort the list. From most profitable, to most sold, to highest sales volume or even most frequently sold. This goes together with business strategy and our clients can set this up in the Strategy section of our app.



Replenishment

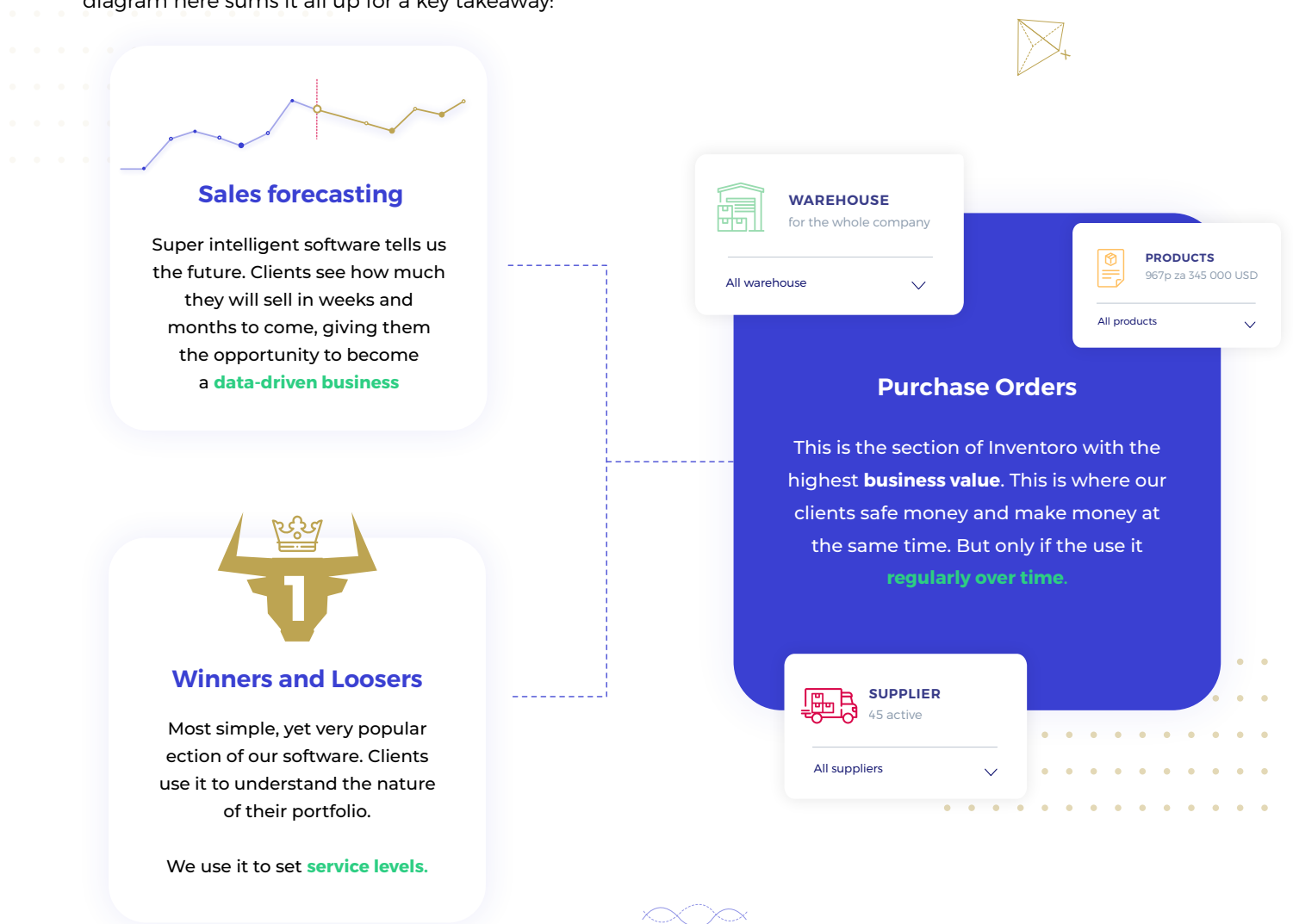
This is the function where it all comes together. From the sales forecast we see future sales and we know how many clients are coming to buy and when. From Winners & Losers we know the service level for each product. Put these two pieces of information together and you have the perfect purchase order list for each day. There are other factors that go into the calculation as well, of course. Its variables like inventory on hand, in transit, MOQ, variable lead times, purchase period and so on. The basics do stay the same.

Because if we know how much people are going to buy, then we can advice Inventoro's customers on how much they need to order from their suppliers to satisfy demand and not have a massive overstock at the same time. Buy minimum to sell maximum, that's what Inventoro is all about.

So this feature of Inventoro looks pretty boring, but it has the biggest business value. This is where all of our benefits come from. This is the place where our customers save money, increase customer satisfaction, increase profits and safe time in administration. All at the same time.

The trick however is that our custommers need to follow our purchase order recommendations. This is vital for you to explain to future customers. We can only deliver big, if our customers create order lists based on our recommendations. They can follow our recommendations manually, or they can automate the process and start ordering en block from our app directly to their suppliers. In both cases they need to do it every day. That is the only way we can deliver a massive change to our customers and for you it is the best way to create successful case studies for your sales pitch.

We can go into even greater detail and we advise all of you to read our core section on the web to get an even better understanding of our process. For start we think you are good to go in understanding Inventoro. This diagram here sums it all up for a key takeaway:



The Customer

Mandatories

Inventory data in the cloud

Our clients need to have their data accessible on the internet. For Inventoro to work, we need to connect to clients data via an API, or FTP for .csv based connections. Follow our list of integrations on the web to understand the technical requirements.

Has a big physical inventory

Our system saves huge value in inventory. Dropshipping eshop businesses can't find a benefit to our product, unless they decide to transit their business into an inventory based retail. Our clients have 1000s of SKUs. A small eshop with a bung of earrings cannot really benefit from our solution.



Ideal characteristics

2 years of business

Our system needs data to work well. Seasonality for instance is something Inventoro understands well if it is given 2 years of data at least. It is not that our system doesn't work with less than two years of data. It does. Just not up to its full potential.

1 million USD turnover

Our clients run a business which already has some sort of momentum. Ideally we like to see them at least two years on the market and generating at least a million dollars (or local currency equivalent) annual turnover



Bio

Our clients are local hero businessmen. They not only own the business but they also work there seven days a week. Usually they operate in a team of 4,5 people and often these are their family relatives.

They don't have any corporate structure, they don't follow anybody's rules, but their own. And their paycheck is directly correlated to the amount of hours they spend doing business. Which means they have **no time**. Because business is hard, margins are low, competition fast and things are not getting any better.



Their decisions are driven by numbers, as any bullshit is just a risk for them they cannot take. They didn't come this far by doing what other people told them to do.

Unique selling propositions

The following is a list of selling arguments we found effective in selling inventoro. These can be country specific and market sensitive. So we advise you to choose relevant to your conditions.



Remember. Sales forecasting and demand planning is a game of details. Often your clients will ask you about very specific situations which will determine your business success.

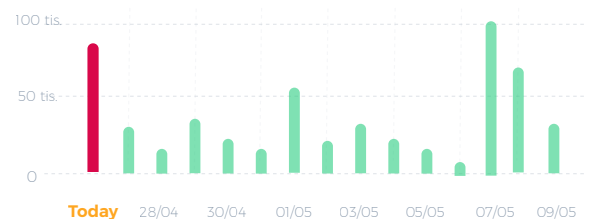
A lot of these details can be found at the Q&A section of this manual. Little things like MOQ, product follower, or automatic purchase orders can make the difference. So we do recommend reading through the section carefully. The following list however is what really should be driving your sales pitches:

Increase product availability to 99+%

The availability of products is a vital instrument for customer satisfaction. One of the worst things that can happen to a retailer is that a customer comes to their store or e-shop, they want to buy, but the goods are sold out. This is called a stock out. The customers leave disappointed and the retailers lose on missed opportunity to make a profit. Keeping products available for sale is a crucial ingredient for business success in the retail industry.

You can use this argument also in other words like:

- **Avoid stockouts**
- **Increase customer satisfaction**



SUPPLIER
45 active

All suppliers



PRODUCTS

967p za 345 000 USD

All products

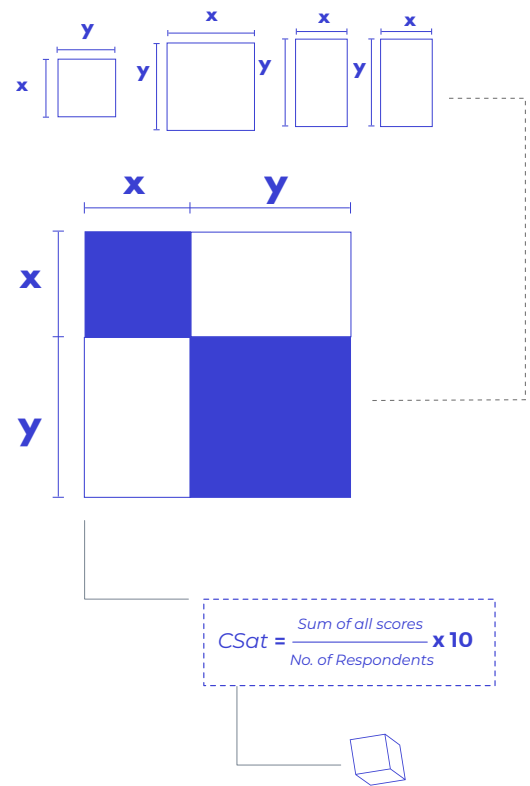


Release 20% of your inventory working capital

At any given time a retail business has anything from ten to twenty percent of their annual turnover in inventory. To release 20% of this cash on hold would be a mind blowing opportunity for our clients. They can use this capital for marketing, regional growth or any other way they would see fit.

You can use this argument also in other words like:

- **Improve your cash flow**
- **Release warehouse space**

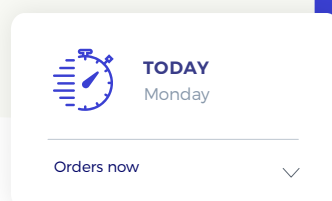


Save up to 20 hours a week on administration

Creating an order list for suppliers can be a time-consuming and stressful process. The most complicated part is when business owners try to figure out the perfect balance from the top of their head. They constantly have to compromise in "if we order this, we cannot order that" etc. Inventoro makes this a one click process. Especially if you connect Inventoro further to a process automation system, which can generate orders directly to suppliers.

You can use this argument also in other words like:

- **Automate purchase orders**
- **Replenishment optimisation**



Increase inventory turnover up to 30%

A retail business, which constantly buys and sells and really gets its inventory moving has a great opportunity to be successful. But that is mostly not the case. We see retailers buying bad inventory and then looking at this “dead inventory” for months. After a while the only thing that can be done is to sell it out on a massive discount. And even massive discounts don't have to work.



With Inventoro customer can analyse their product products and understand what is the gold of their sales and what is not. Inventoro also ensures, customers don't buy more inventory than is needed.

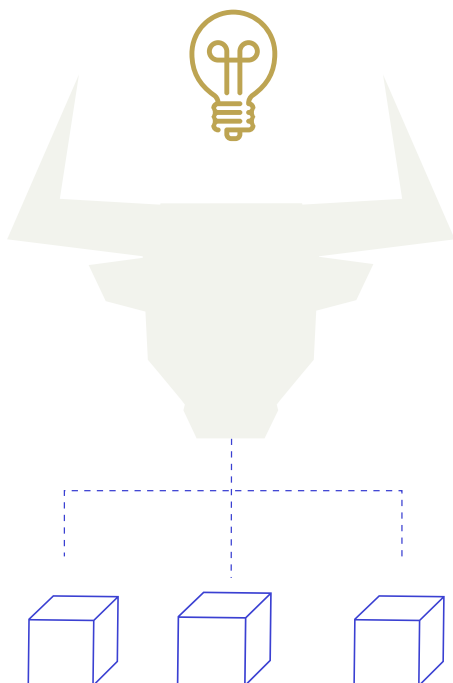
You can use this argument also in other words like:

- **Understand your product portfolio**
- **Get rid of dead inventory**
- **Only order goods that sell well and make profit**



WAREHOUSE
for the whole company

All warehouse



Unlimited plan

Our plans are here for shop owners to grow. Unlimited users, unlimited warehouses, unlimited SKUs. No matter how big our clients will grow, the price will always stay the same.

Key takeaway:

Inventoro has multiple benefits, which could all, on their own, work as a single product. But the true magic of Inventoro is that it all does these things at once.

Reducing inventory while increasing availability is like listening to the government saying it will lower taxes and raise subsidies at the same time. It sounds strange and counterintuitive, but that is exactly what Inventoro does!

Marketing materials and localisation



We are fully prepared to give you support in your marketing activities. In the Tapfiliate environment you will find all essential visual materials for your needs:

Logo

Brand graphics

**Internet banners
in various sizes**

**Social media
posts**

Above graphics you can also access our written materials in English. We can open these for you so you can add additional information relevant to your language. These include:

**General
presentation**

One pager

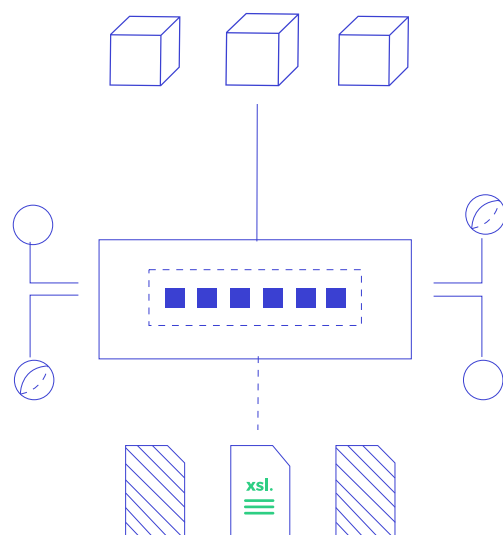


Also feel free to use and translate any blogs that we have created. You can access these directly on our website. If you wish to use the blogs in English then please refer to them on our web. Don't republish the blogs in English.

Language localisation for the app

We have created a simple tool to turn the app. into any language we want.

We can give you access to this tool and you can create as many language variations you like. It only takes a couple of minutes to complete.



Q&As



Does Inventoro respect Minimum order quantity or minimum order set?

Yes, it does. It needs to source this information from your system, be it an accounting system, e-shop platform or an ERP. Currently we are working on a user interface, which will allow users to set up MOQ manually.

Does Inventoro calculate with Inventory in transit?

Yes, it does. It needs to source this information from your system, be it an accounting system, e-shop platform or an ERP.

Does Inventoro use successor and predecessor in the sales forecast of the new product?

If you tell your system what product successes which, then Inventoro will take this information into account. Usually though, this information is not available, in which case Inventoro finds information about the size and weight of two products. If they match, then it treats those as related. If that doesn't help, then Inventoro uses data from the product category to determine a sales forecast for a new product.

Are you able to integrate more companies or e-shops into one Inventoro account?

No. At this point every Inventoro account is associated only with one company.

Does Inventoro take promotions or discounts into account in the sales forecast process?

Yes it does. If Inventoro receives information about an upcoming sale or discount, then it will change the forecast. Inventoro is often also used as a discount planning tool for this reason.

Can users set up lead time or purchase period by themselves?

Yes they can. Users can set up lead times for each individual supplier in the Strategy section.

These lead times will be taken into account in our replenishment recommendations for each day.

Q&As



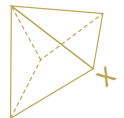
Can you set up automatic export of purchase orders back to our system?

Yes this is possible. Users do need to contact Inventoro with a request for an automatic .csv (or any other) export of Replenishment. These exports then travel to popular if-this-then-that systems like Integromat or Zapier, where they turn into specific formats.

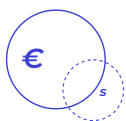
The maintenance and setup of the automation systems is up to each client alone. We are flexible in changing the export format upon client's request. Additional charges may apply.

Can users set up their own goals for service level?

No. At this moment we set up service level 99% for Winners, 95% for Chasers and zero for Losers. This is based on our experience and best practice.



For further details, please read our knowledge base on **help.inventoro.com**, or visit our **blog** and **website**.



inventoro

