1. **Department or Section Location Standard** - Wine sections should be in advantageous high-traffic locations.

2. **Proper Category Standard** - HPC wines should be merchandised with other HPC wines (MPC with MPC, etc.) in the more "shop-able" locations to increase "impulse" purchases.

3. **Preferred Position Standard** - Place Gallo products near high-pass/high-pause areas in easy-to-reach and eye-level places on the shelf, away from the ends of the aisles.

4. **Types and Sizes** - Whatever Gallo products have potential to sell in a store should be in that store. At the minimum, Gallo should have an item in distribution for any comparable type and size of a competitive product that is in the store.

5. **Space** - Gallo products should be allocated enough space to sell well, provide for future growth, and avoid out-of-stock situations.

6. **Shelf Schematic or Preferred Shelf Arrangement Standard** - Group Gallo brands together on the shelf (when possible), by type and brand. When there is a price advantage in buying a larger size, the larger size should be placed to the right, right of that Gallo product.

7. **Point-of-Sale Standard** - POS materials include shelf talkers, pricing tags, cold box stickers, and others.

8. **Pricing** - All Gallo products should be clearly and properly priced.

9. **Housekeeping** - All Gallo products should be in stock, clean, and properly rotated.

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**THE 5 GALLO STANDARDS OF PERFORMANCE**

**DISTRIBUTION** is a measure of whether or not the correct Gallo products and appropriate sizes are in the store.

**SHELF** involves the placement and position of the Gallo products on the retailer's shelves in the wine section of the store.

**COLD BOX** involves the distribution, placement and position of Gallo products in the retailer's cold box.

**FLOOR DISPLAYS** refers to locating displays in favorable positions large enough to attract attention and project a neat appearance. Display should also consist of one product or product group and have the proper POS.

**PRICING** means that Gallo products are clearly and appropriately priced.

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TEN STEPS TO COMPLETE SALES CALL

1. Prepare to make the call.
2. Enter like a professional.
3. Survey for sales opportunities.
4. Take inventory.
5. Service Gallo products.
6. Prepare for your presentation.
7. Make your presentation.
8. Thank, collect, and remind.
9. Record the call on the appropriate forms.
10. Write the order and set objectives for next call on that account.

Drive Safely

GALLO DISPLAY STANDARDS

LOCATION –
All Gallo displays should be located in high traffic, highly visible, shop-able locations. End aisle or perimeter traffic locations provide the best sales opportunities.

SIZE –
Displays should be large. Case quantities, at a minimum, should equal each brand’s anticipated consumer takeout for the promotion period.

CONDITION –
The displays should be neat, clean, safe, well-rotated, and of the highest quality in overall appearance.

ACCEPTABLE PRODUCT (brand) groupings –
All promoted types in the product or brand grouping should be on the display and readily accessible to the consumer.

POS/PRICERS –
All point-of-sale material should be neat, clean, visible and appropriate for the products being promoted. All displays should have at least one pricer that shows the correct current price for each item on the display. The subject will be covered in much greater detail in Chapter 16.