



News

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“Whose Store Is It Anyway?”

VSN Founder/ISI Network Director leads provocative webinar for NARMS

TUCSON, Ariz. – Should retailers accept “free” store execution management software from merchandising services organizations or sales and marketing agencies that regularly perform in-store merchandising tasks?

What are the strategic trade-offs involved for the retailer? Whose store is it, anyway?

VSN Strategies™ founder and principal James Tenser guided a national audience through the intricacies of this strategic issue in an Oct. 28 Webinar organized by NARMS, the National Association for Retail Marketing Services. More than 50 individuals participated in the hour-long session

Tenser, founder of VSN Strategies and Director of the In-Store Implementation Network, developed the thought-provoking curriculum at NARMS request, based on observation of an emerging market trend:

Why This Topic Is Timely. Merchandising Services Organizations and Sales & Marketing Agencies have invested wisely in Store Execution Management solutions. The software, often implemented with mobile devices, is invaluable for remote direction of field organizations and capture of performance information.

Currently some larger MSOs and SMAs are offering proprietary SEM software to retailers as a value-add. The strategic implications are complex, and they have potential to affect core business practices.

For the retailer, accepting the offered solution may be tantamount to appointing a “Store Execution Captain” who provides information of value but also gains certain leverage. It’s possible that adopting the solution may later present an unreasonably high “switching barrier” for the retailer, at the same time that they benefit from greater information and service quality.

(2010-10-28 VSN Release, continued)

Tenser led the participants through decision analysis exercise intended to break down the question into its component elements – both pro and con. Copies of the presentation materials are available upon request to qualified industry practitioners. Email VSN Strategies at the address above.

VSN Strategies is a specialized consulting firm that provides thought leadership to the retail and consumer products industry. It delivers high-value strategic consulting and content services, with emphasis on Retail Technology, Shopper Media, In-Store Implementation and Merchandising Performance Management.

Founder, James Tenser regularly delivers [presentations, workshops and webinars](#) to audiences across the retail consumer products industry.

About ISI Network: The [In-Store Implementation Network](#) is an industry group dedicated to the collaborative advancement of merchandising compliance and performance monitoring at retail. James Tenser serves as the group's Director.

About NARMS: The [National Association for Retail Merchandising Services](#), based in Stevens Point, Wisconsin, is an international community of practitioners. Its members perform nearly \$3 billion in merchandising services, sales marketing, even marketing, demonstration and other retail services annually.

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