

DAVID BIERNBAUM & ASSOCIATES, LLC

CONSUMER GOODS BUSINESS DEVELOPMENT

Leadership and Growth in Equity for More than 200 Brands



DAVID BIERNBAUM & ASSOCIATES, LLC

Across-the-Board CPG National Business Development and Consulting.
We specialize in brands delivering innovation, product differentiation, and on-the-shelf productivity.
National Sales & Marketing Expertise and Total Brand Equity Development.
Influencing 200+ brands since 1977.



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NATIONAL CPG SALES, BUSINESS DEVELOPMENT, AND CONSULTANT & ADVISOR

The highest level of experience, connections, and working knowledge in all stages of consumer goods and retail development.

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PERSONAL INTRODUCTION!

**Helping consumer goods companies drive success and build equity
is my expertise and passion.**

I make a great living in the field that I genuinely love. Most of my awake hours are devoted to my clients, associates, and the companies I work with and represent. However, candidly and undeniably, I'm very selective with taking on new clients, new roles, or new

My role with clients fall into two categories

- A. I serve some of my clients in the role of a **"MASTER-BROKER"** meaning that I take the lead role in driving the business on a **NATIONAL SALES basis** with all of the regional brokers and with every retail account and with your dedicated team at the company.
- B. For other clients, where I am not a master-broker, I am strictly a dedicated **CONSULTANT, ADVISOR, MENTOR**, or director in any of a variety of capacities.

In either case I am a fully devoted team-member.

I also devote time to serving the CPG/Retail industry in committees, on task forces, and constant contribution in trade and social media. I share a continuous purpose to help make our industry better, while sharing knowledge, but also "lobbying" retail executives on concerns that have impact on my types of clients. Moreover, I'm fully committed to staying "current" with new CPG trends, technology, change, and new developments.

The CPG/Retail industry is my passion! -- DB

CONSUMER GOODS & RETAIL PROFESSIONAL SINCE 1977

Marketing Sales Brand and Business Development
Master Broker of National Sales and Consulting Services

ABOUT DAVID BIERNBAUM

Consumer Goods & Retail Industry Leadership since 1977. David Biernbaum provides Across-the-Board Consulting, National Sales & Marketing Leadership and Expertise, Brand Equity Development, and in-depth marketing savvy; all at an outsourced cost. David specializes with brands delivering innovation, product differentiation, and on-the-shelf productivity. David Biernbaum and his teams have brought to market and/or impacted over 200 highly productive successful consumer brands in the marketplace!

- David Biernbaum's brands history includes **Aquafresh, Oral-B, Clear Eyes, Zooth** (P&G) licensed toothbrushes and toothpaste, **Cling-Free Sheets, Sucrets, Selsun Blue, Germ-X, Mineral Ice, Fresh & Go, Prilosec, Gillette Sensor, LiceGuard Robi-Comb, I-White, Sonicare, Massengill**, and more recently **SmartMouth, Australian Dream Arthritis Cream, ZarBee's Cough Syrups, TriCalm Anti-Itch, TheraBreath, OraBrush, Milkscreen, Softcup, Burt's Bees, Xlear, OraWave, RectiCare**, and more!

DAVID BIERNBAUM

- Professional background includes executive, management, or consulting roles at **GSK, Abbott Labs, Gillette Company**, Vi-Jon Labs, Zooth Inc, **Procter & Gamble**, and others, ranging from innovative start-up's to industry giants.
- DB has a history of building efficient approaches that constantly result in rapid development in retail sales with major growth and equity. David has close ties on many levels at most retail chains, and conducts business directly, and through his broker partners with virtually every major chain drug, mass merchandiser, supermarket, and wholesaler in North America.
- DB partnered with CPG licensing companies such as Warner Bros, Mattel, Disney, Susan G. Komen Foundation, AAA, and many others to bring success to children's HBC/OTC brands.
- DB has written hundreds of columns for industry trade publications and often quoted on CNBC and other media.
- DB is a Licensed Executive Advisor in the American Marketing Association.

DAVID BIERNBAUM

- DB is a "BrainTrust" panel member at **Retailwire.com.**, the very popular blog read every day by retail buyers and executives. David is a frequent speaker, guest panelist, and licensed instructor on CPG marketing topics at universities and in professional associations.
- DB provides expertise and has leadership roles at **ECRM, NACDS, and GMDC** and has strong ties with the trade media and CPG social media.
- DB developed exclusive store-branded products for retailers such as Walmart, Walgreens, CVS, Kmart, Rite Aid, Kroger, Albertsons, and many others.
- DB founded the **Consumer Goods & Retail Professionals** social media groups on LinkedIn and Facebook, now with more than 52,000 members.
- DB lobbies top-level influencers every Spring at "NACDS Annual Meeting," and also on various committees all year long to help influence CPG industry trends that have impact on DB's types of brands and clients.

David Biernbaum

CPG Management & Executive
Background



- Glaxo Smith Kline Beecham
 - Consumer Products
- Abbot Laboratories
 - OTC/Consumer Brands
- The Gillette Company
 - Oral B Laboratories
 - Consultant
- Procter & Gamble
 - Zooth, Inc
 - Consultant
- Vi-Jon Laboratories
 - Private Label / Store Brands

David Biernbaum & Associates LLC

Partial List of Past/Present Clients and Engagements

- Procter & Gamble
 - Cosmederm Bioscience
 - Australian Dream
 - Dr. Harold Katz, LLC
 - Triumph Pharmaceutical
 - Ultradata Systems, Inc
 - Ferndale Health Care
 - K-V Pharmaceutical
 - ZarBee's
 - Urgent Rx
 - OraBrush
 - Doctor Easy
 - Evofem, Inc.
 - Sylphar Brands Belgium
 - Fresh & Go, Inc.
 - Dunn Group
 - Glenview Advisors
- **ECRM**
 - Consultant/Mentor
 - **NACDS**
 - Various Committees
 - **Drug Store News**
 - Speaker/Panelist/Contributor
 - **American Marketing Association**
 - Licensed Executive Instructor
 - **IRI**
 - Speaker/Panelist
 - **Retailwire.com**
 - BrainTrust Panel / Blogger
 - **CNBC panelist**
 - **Special Retail Executive Advisor:**
 - Walgreens
 - Walmart
 - CVS Pharmacy

David is a frequent advisor, mentor, speaker, and writer.

DAVID BIERNBAUM'S CPG-RETAIL SUCCESS DYNAMICS

DAVID BIERNBAUM WILL LEAD YOU THROUGH THE RETAIL MINEFIELDS HELPING YOU
ACHIEVE MAXIMUM COMPREHENSIVE SUCCESS TO BUILD BRAND EQUITY.

BROKER MANAGEMENT

HIGHLY SKILLED

**SELECTION, PROCESS, ORGANIZATION, AND
ADEPT BROKER COMMUNICATIONS!**

RETAIL APPOINTMENTS

**MAXIMIZING THE OPPORTUNITY!
THE RIGHT TIMING + THE RIGHT PLAN
+ RIGHT PRESENTATION**

CONSUMER MARKETING

**CONSTANT "ENERGY" TO DRIVE SALES, TURNS,
AND INVENTORY AT RETAIL!
DRIVE ADVERTISING AND PROMOTIONS**

TRADE SHOWS

**NACDS, ECRM, GMDC
RELENTLESS PLANNING TO MAXIMIZE YOUR
INVESTMENT**

SKILLED PACKAGE DESIGN

**PACKAGE DESIGN IS A STRATEGY!
THERE IS A RETAIL SHELF SCIENCE TO SUCCESS**

SKILLED RETAIL FUNDING

**STRATEGY OF SPENDING AND
PROMOTION/COOP FUNDS MANAGEMENT**

RETAIL SALES AND RETAIL PROMOTIONS MANAGEMENT

TIMING /SYNCHRONIZATION AND EXECUTION-MANAGEMENT

DAVID BIERNBAUM & ASSOCIATES LLC

www.biernbaum.com

COMPREHENSIVE BUSINESS DEVELOPMENT AND/OR CONSULTING

BUSINESS DEVELOPMENT

- NATIONAL SALES/MASTER-BROKER
- NATIONAL ACCOUNTS DEVELOPMENT
- STRATEGIC MARKETING/ADVERTISING
- TRADE EVENTS LEADERSHIP ECRM, NACDS, NACDS ANNUAL MEETING, GMDC, ETC.
- SENIOR TRADE BUSINESS RELATIONS
- STRATEGIC PARTNERSHIPS
- PACKAGE DESIGN (a)
- ADVERTISING (b)
- PUBLIC RELATIONS (c)
- TOTAL COMPRESSIVE BUSINESS EQUITY DEVELOPMENT!

a/b/c DAVID BIERNBAUM HAS RELATIONSHIPS WITH
AMAZING PEOPLE IN ADVERTISING, PR, TRADE MEDIA, ETC

CONSULTING

- CONSUMER GOODS RETAIL
- CONSUMER GOODS MARKETING
- RETAIL APPOINTMENTS
- PRESENTATIONS DEVELOPMENT
- TRADE SHOW MENTORING
 - ECRM/NACDS TSE/GMDC
- STRATEGY /BUSINESS DEVELOPMENT
- BROKER- MANAGEMENT TRAINING
- CEO/LEADERSHIP TRAINING
- SALES MANAGER TRAINING
- BOARD ADVISORY
- CPG/RETAIL COACHING/ADVICE/ AND ALMOST ANYTHING CPG BUSINESS RELATED!

RETAINER , AD HOC, AND NON-RETAINER
ON AVAILABILITY BASIS

DAVID BIERNBAUM AND ASSOCIATES, LLC

DAVID BIERNBAUM

AVOIDING 7 COMMON “MISSTEPS!”

1. **MIS-MANAGEMENT OF BROKERS** by failing to keep a highly experienced razor sharp eye on everything brokers do from the minute they receive samples. Also it is often “fatal” to send a broker alone to show your product to a buyer without adequate preparation, detail, and without a skilled master broker or highly seasoned sales executive to represent the brand in a comprehensive way.
2. **INCOMPLETE RETAIL PRESENTATION** without the essential elements of a comprehensive proposal.
3. **BAD PACKAGE DESIGN** for retail store shelf environment, consumer comprehension, target audience, etc.
4. **WASTING YOUR FIRST MEETING** with a retail buyer at a trade show or in his or her office.
5. **NOT UNDERSTANDING THE TRUE COST** and commitment to do business with retail.
6. **BEING PRESSED INTO AN UNFAVORABLE DEAL** by a retailer or broker that you will never overcome.
7. **YOUR PRODUCT HITS THE SHELVES WITHOUT AN ACTION PLAN** to drive sufficient velocity, and therefore the product is delisted after just a few months.

DAVID BIERNBAUM KNOWS BROKERS AND DRIVES THE RIGHT RESULTS!

1 of 2

**DAVID'S NETWORK OF HIGHLY EXPERIENCED REGIONAL BROKERS
COVERS ALL FOOTPRINTS ON THE U.S. MAP
IN EVERY NATIONAL AND REGIONAL CPG ACCOUNT.**

IF YOU ALREADY HAVE BROKERS IN PLACE

David will COACH you with "BROKER MANAGEMENT 101." Otherwise, you will soon find that synchronizing, controlling, and motivating brokers do is not easy or intuitive.

- **FREE TIP: Avoid the large "National brokers" and "National Sales Companies."**
These companies tend to be too "corporate" for the needs of most smaller brands. With national brokers your company will be lost in the sea of the big brands that these firms represent. Typically, the reps that work in these firms tend to be good with "process," but often lack the ambition and assertiveness to work around the barriers. These firms have a tendency to get an allotment of time with the buyer to squeeze in all their lines.
- **In contrast, AVOID THE HUNGRY LONE-WOLF** that has an "in" with only one buyer, or one account, in an otherwise large footprint with multiple accounts. You will have a difficult time finding other brokers to represent you at the rest of the accounts in the same region. Often these reps tend to lack proper access as well.

DAVID BIERNBAUM KNOWS BROKERS AND DRIVES THE RIGHT RESULTS!

2 of 2

- David's network of brokers are highly experienced, most are former CPG executives or CPG category managers that have proper access to each retail account. David's brokers are mid-size regionals; highly seasoned, accessible, know the accounts, and most have worked with David Biernbaum for many, many years.
- DB will accompany brokers on major appointments. You and/or David usually do the presenting, not the broker by himself or herself. Brokers PREFER this! David knows extremely well how to prepare for the meetings, and to get the brokers ready. DB will maximize broker-efforts, without putting them in a position to fail. DB will leave nothing to "chance."
- DB relentlessly communicates and provides the brokers with all the right materials he or she needs to help the client maximize each appointment. In addition, David knows how to constantly tap the broker for the information David and the client needs to keep up with changes and new data, from each retail client.
- DB systematically evaluates, trains, and provides professional assistance to the brokers and client on an ongoing every day basis.



DAVID BIERNBAUM & ASSOCIATES, LLC

Walk into any store and count over 200 brands powered by David Biernbaum and his teams since 1977.

Across-the-board consulting, national sales, marketing, & business development expertise; we specialize in building equity for brands delivering innovation, product differentiation, and on-the-shelf productivity.

Three Trail Blazers for Your New POG!



Australian Dream

- \$6.5 million media spend
- 750 million ad impressions!
- Solid performer! Walgreens, CVS, Walmart, others!



TriCalm

- New patented technology in Anti-Itch
- \$11 million media spend
- Solid performer at Walgreens, CVS, and more.



SmartMouth

- New Look!
- New Leadership!
- New Future!

ANOTHER CLIENT-ENDORSEMENT:

"David is a business development guru that brings you dynamism, experience, national sales & marketing expertise, broker-management skills, integrity, and an infinite number of valuable connections and resources. He is the perfect partner for companies like ours." — Andrew Burch, CEO, Triumph Pharmaceuticals

David Biernbaum 314-434-6008 • david@biernbaum.com • ConsultDavidB.com

CONSISTENTLY AND PROUDLY PROMOTING MY PARTNER BRANDS

- IN TRADE JOURNALS AND PUBS
- AT TRADE SHOWS/EVENTS
- AS A GUEST EDITOR AND PUBLISHER ON NATIONAL TV, TRADE MEDIA, AND ON MANY INDUSTRY PANELS
- RETAILWIRE.COM BRAINTRUST PANEL
- CONSUMER GOODS & RETAIL PROFESSIONALS GROUPS ON FACEBOOK AND LINKEDIN; BOTH GROUPS WERE FOUNDED AND ARE CURRENTLY MANAGED BY DAVID BIERNBAUM

David Biernbaum is often a primary key source to comment on Consumer Goods & Retail topics and often promotes his client's brands!



Saturday, April 21, 2012

Published at NACDS Annual Meeting / Palm Beach FL

Consumer Goods Business Development Guru Brings Retailers and Product Innovators Together!

David Biernbaum is a national business development specialist since 1977. He has held positions at companies such as GSK, P&G, and Gillette, and in 1994 he founded David Biernbaum & Associates LLC to help drive small innovative specialty brands to the retail marketplace. He is also a national sales master broker, serves several industry committees, is a RetailWire BrainTrust panel member on-line, and founded the Consumer Goods & Retail Professionals social media group on LinkedIn now with over 50,000 industry members.

CDM: How did you get involved with innovative brands for Consumer Packaged Goods (CPG) and Retail?

DB: After working 20 years with some of the largest brands and consumer goods companies, I have devoted these past 18 years to helping to deliver niche and specialty brands to the industry that deliver innovation, superior quality, and often new hybrids and paradigms, that deliver very high on-shelf productivity and profitability.

CDM: How did you get started in this industry?

DB: Early on at age of 23 and through a series of unusual situations and circumstances I helped to launch the original test markets for Aquafresh toothpaste in 1977. It still gives me great pleasure to see the brand still performing well some 34 years later! I think I still have some of the original St. Louis test market tubes in my basement! Since then, lots of other products, launches, and ground breaking brands! I also had several years in sales management, marketing, and business development with great companies like Abbot Laboratories, The Gillette Company, Vi-Jon, Zooth, and others.

Saturday, April 21, 2012

Published at NACDS Annual Meeting / Palm Beach FL

Consumer Goods Business Development Guru Brings Retailers and Product Innovators Together!

CDM: What do you do for your client companies and brands?

DB: I work side by side with my clients with every aspect of consumer goods sales, marketing, business development. I get deeply involved with business planning, even the early stages of graphic development, package design, budget planning, and of course my passionate areas of sales development, marketing, merchandising, and retail development. For some of my clients I hire, train, develop, and manage the broker sales organizations, while for others I'm strictly day to day consulting, while working in sales more in a backstage capacity. I provide the hands-on leadership and expertise in every area needed. Plus, I have a very extensive and vast network of highly qualified friends and associates to help in every possible area along the way!

CDM: What types of CPG clients do you work with and what are some current examples?

DB: Whereas, I do have some clients that are the very large CPG companies, most of my clients tend to be entrepreneurial consumer goods businesses, that were otherwise; innovative doctors, dentists, engineers, lawyers, bankers, and other types of entrepreneurs. I specialize with innovative products for the front end of the chain drug store and the HBC/OTC sections of mass and supermarkets.

DB: Just a few of my current client brands include Smart Mouth 12 Hour mouthwashes, Australian Dream Arthritis Pain Relief Cream, Xlear Nasal sprays and sinus products, ZarBee's children's cough and cold products, Ferndale Health Care's new RectiCare brand of products, Urgent Rx fast dissolving analgesics, Evofem's highly innovative Softcup feminine hygiene brand, and the new UltiBrush combination toothbrush, paste, floss, and mirror.

CDM: What are the main challenges and opportunities for small brands?

DB: Small brands do not have the funding availability as do the bigger brands, however, the beauty of the times we live in today is that there are a large number of highly effective ways to advertise, promote, and expose small brands efficiently and highly effectively. The challenge however is the retailer's expectations for retail funding commitments. I work closely with retailers and my broker network to work out plans that pay off for everyone. What I don't want to see happen is for retailers to lose out on the lure of newer and higher paying customers through innovation. The brands I get involved with usually are far less price sensitive than the big brands, and do not need to be heavily discounted or promoted at retail. In fact it's better for all of us if they are not! What my brands provide are destination customers and very high levels of profitability without the need for discounting. We all put our heads together and find ways to make it happen!

David Biernbaum's website is www.consultdavidb.com. He can be reached at 314-434-6008 or texted at 314-422-4793. E-mail: david@biernbaum.com.

David is a often interviewed in trade journals such as Drug Store News, Chain Drug Review, MMR, Chain Drugstore Marketplace, etc., and frequent speaker, blogger, and panelist, in CPG's leading associations and panels.



Frequent
Contributor



Founder and Developer:
55,000 CPG members
LinkedIn & Facebook



Retail Blog
BrainTrust
Panel Member



Speaker &
Panelist



Institute for
International
Research
Speaker & Panelist



Licensed Executive
Instructor And
Mentor



THE CPG RETAIL LANDSCAPE
Where OTC's/HBC's Needs to Be!
For OTC Drugs Est. **7 Retailers = 70%**

Retail Chain	ACV (approx.)
Walgreens	19%
CVS	18%
Walmart	14% (*)
Rite Aid	7%
Kroger	5%
Target	4%
Albertson/ Safeway	3%

U.S. MASTER-BROKER SALES FOR ALL ACCOUNTS

David Biernbaum & Associates LLC works with a Network of Brokers and Retail reps for every CPG/Retail account in the United States; Drug, Food, Mass, Specialty, etc.

All Other targets Combined = Approximately 20%

Examples: (Partial List) Ahold, Publix, HEB, Giant Eagle, Meijer, Kinney, Kerr Drug, Raley's, Wegman's, Discount Drug Mart, Bartell, Schnucks, Harris Teeter, and many, many, other regional chains, plus All Drug Wholesalers including McKesson, Cardinal, and Amerisource, and others.

(*) For many OTC categories Walmart = up to 18% and significantly higher volumes.

DAVID BIERNBAUM LIKES BRANDS WITH CERTAIN CRITERIA



DAVID BIERNBAUM SUMMARIZES TO CNBC WHAT MAKES A BRAND PROPOSITION SUCCESSFUL FOR DEVELOPING CPG COMPANIES AND RETAIL PARTNERS.

POINT OF DIFFERENTIATION:

"Every item I touch needs to serve a new purpose. I work only with category expanders."

PRODUCTIVITY

"The true performers manifest the right blend of higher price points, margins. In any given category, I like delivering to retailers the highest productivity index on a point of per distribution basis. "

ENERGY:

"Brands I work with are nationally advertised and deploy a highly-skilled intelligent use of digital marketing and social media. I will put my clients in touch with the right resources to make those things happen the right and most impactful way. Every dollar counts and must bring back five, six, seven, ten, twenty dollars."

DESTINATION:

"Simply put, the brands I take on bring the most coveted consumer to the store, and s/he fills her shopping cart with the highest margin products in the store, wall to wall, aisle to aisle.

INNOVATION:

"This is where entrepreneurs rock! Big brands will eventually buy out their products and innovations but rarely do the big companies invest in the initial groundbreaking."

WHAT IS A BROKER? SO THEN WHAT IS A “MASTER BROKER?”

A **broker** provides sales and service in a specific territory for specific accounts. As a **master broker** I act in a leadership and management capacity and oversee the brokers and their activities on a coast to coast basis. As master broker, I train, manage, and act as your company's senior level sales executive. I'm "hands-on." As master broker, I am very active at all retail accounts, and in all business development activities. I work for YOU.

WHY DO WE NEED BROKERS? CAN'T WE SELL THE ACCOUNTS OURSELVES?

Most retailers prefer to work with brokers they know that live and work in their region, and know the insides and outs of how the specific retailer operates. Each retailer has a lot of politics and intricacies that a local broker knows how to work through. That said, I hardly ever allow a broker to make a major presentation without being accompanied by me and/or a representative from my client-company. In fact, I often do the actual presenting. It is usually not a good idea to handle brokers on your own unless you have a tremendous amount of first hand experience and plenty of time on your hands to deal with many accounts-specific politics and concerns.

WHAT IS THE STANDARD COMMISSION FOR REGIONAL BROKERS?

The industry standard is 5% commission on net sales. As master-broker I earn an over-ride up to 3%. And frankly I am a master-broker that earns it well! I consistently invest a lot of personal funds for travel, broker meetings, senior level trade events, and even trade-advertising to promote my clients and my business, together. It is very effective!

WHY DO WE PAY A RETAINER FEE FOR A MASTER-BROKER?

Hiring me is much like having a “full time” senior level executive with tremendous industry know-how at a fraction of the typical cost for employing someone at my level, “full time.” Without a retainer fee, I am unable to provide the tremendous amount of time, resources, experience, and the “labor” it will take to put your brand in the best possible situation for success.

Broker-management is extremely complex. Candidly, most brokers prefer to work with a master-broker like me rather than have to go through the excruciating exercise of “training the new client.” (Sorry, but it’s true!)

Please keep in mind that for new lines, brokers will not make ANY commissions for a year or more, and in many cases, not ever. Frankly, brokers loathe the idea of “pioneering” new lines. Truth is, brokers much prefer to take on the easy lines already in distribution. However, with my relationships, and my long history with the brokers, and frankly my “clout,” with them, most of “my” brokers will take on my client’s lines and work hard.

CAN WE HIRE DB “STRICTLY FOR CONSULTING” BUT NOT AS OUR MASTER-BROKER?

Yes! I consult clients in many capacities related to the CPG business. I LOVE consulting and sharing my knowledge, experience, connections, and strategies. Helping CPG companies grow is my passion.

WHAT ARE THE MOST COMMON MISTAKES IN HIRING BROKERS AND GOING TO RETAIL?

1. Failing to do proper research on the viability of your business idea.
2. Miscalculating market size, timing, ease of entry and potential market share.
3. Underestimating financial requirements and timing.
4. Hiring for convenience, rather than skill requirements. Friends and relatives might be less expensive, but they probably do not have the right expertise in a very complex CPG environment.
5. Hiring random brokers for accounts without a national plan. Not using a master broker, or “hands-on” consultant in the CPG industry to help you do it the best way.
6. Starting out on your own, without a CPG retail expert. Relying strictly on your product knowledge and your other business experience is not going to work out well. This is a specialized field.
7. Approaching the retailer without the ability to explain your research, marketing plan and business proposal. To do so is just asking for trouble (e.g., pay on scan.)
8. Seeking confirmation of your actions, rather than seeking the truth.
9. Underestimating (or not knowing) the true cost of doing business with chain retailers.
10. Making your initial sales call without taking a retail expert or someone with extensive accounts knowledge with you.

WHAT IF WE ALREADY HAVE BROKERS IN PLACE? WILL DB HELP WITH THE BROKERS WE ALREADY HAVE?

Yes, many of my established clients utilize me for consulting, training, and often as an advisor to the company owners or managers, including their VP's of Sales /Marketing, while other clients hire me to take over the leadership and management of its existing sales organization. I have accomplished some amazing turn-around's with existing brokers!

DOES DAVID HELP COMPANIES THAT ALREADY HAVE WELL-ESTABLISHED BRANDS WITH DISTRIBUTION ALREADY IN PLACE?

Absolutely! In our field, the biggest challenges comes after the products get on the shelves. I will strengthen your development in all aspects of national sales and marketing management, consumer and retail marketing, business development, line-extensions, launches, negotiations, brand management, executive training, trade shows planning, reviews, mentoring, and for numerous other critical functions.

WHAT ARE SOME OF THE TYPICAL COSTS OF DOING BUSINESS AT RETAIL?

Retailers look for slotting allowances, co-op advertising, exit strategies, safe-funding, etc. I will coach you long before you make your first meeting with a retailer at the buyer's office, or at ECRM, NACDS, etc. I have 30+ years' experience negotiating with retailers!

WE HAVE TRIED A MASTER-BROKER ONCE BEFORE AND DIDN'T GET GOOD RESULTS.

Some former CPG managers try to be a "master-brokers" but lack current-day connections are too one-dimensional, and lack adequate personal funding. It's a lot harder than it looks!

DOES DB HAVE HIS OWN NETWORK OF BROKERS THAT HE USES?

For best results, I like to utilize the outstanding pool of brokers I already use on a regular basis. These brokers work very effectively for my clients as associates and partners. They trust me, and know that I will do things the right way. And by using the brokers that I already work with, you will have coverage in every footprint in the U.S.

WILL DAVID HELP MY COMPANY BE READY FOR ECRM, NACDS, GMDC, ETC?

I have such a passion for this!! I have worked in, or backstage, in more than 200 ECRM events, and almost every NACDS Marketplace (Now, Total Store Expo) and GMDC event since the mid 1980's. I will coach you with every aspect of pre-event planning, pre-selling, your booth or meeting-room layout and planning, and I will share with you my expertise at knowing how to make the very best of every minute at each event with retailers, and then the most effective follow up. You will be much better prepared than the competition!

HOW LONG DOES IT TAKE FOR A NEW PRODUCT TO GET ON THE SHELF?

Each product category is reviewed once each year at every retailer. These reviews are called "category reviews" or planogram (POG) reviews. For one example, the oral care category is usually reviewed in the months of August, September, and October. Decisions are made by the retailer in November and December. New items will ship in March or April. So, overall, it's typically a 6 to 8 month process from the time we first present the items. Different product categories are reviewed at different times of the year.

ANDREW BURCH – CEO Triumph Pharmaceuticals (Smart Mouth)

David Biernbaum has brought so many of his personal and professional assets to Smart Mouth that it would be next to impossible to summarize in just a few words. David is a CPG marketing and business development guru “on steroids” that gives 100% of himself, his capabilities, and resources, no matter what the time of day. He is a problem-solver, an opportunity finder, and brings creative energetic solutions to every tasks and meeting. David is a brilliant strategist and also very, very, good “salesman” that is amazing with retailers, brokers, and the trade press. He’s also terrific with our board, our shareholders, and any key contact we put in front of him, or the ones he brings to us.

David knows the CPG retail industry inside and out and has an incredible number of connections with retailers, industry trade associations, trade media, and many other key pivotal resources that he has brought to Smart Mouth. And although David is not an “employee” of the company, his time, devotion, energy, and commitment is the same, or better, than if he were a full time executive here. David is a true partner and invaluable member of our executive team. We even set aside a fully functional office for David for whenever he is in our building! We like when he’s here!

PHILLIP MADDOX, PRESIDENT, NATURES HEALTH CONNECTION – AUSTRALIAN DREAM.

“David is a brilliant businessman that knows consumer goods and retail inside and out. David is a full partner in our company that gives 100% of himself every minute of every day of the entire year. David has taken Australian Dream to a far higher level of retail distribution.

David is a master with handing national sales management, brokers, retail buyers, and retail executives. He also works closely with our ad agency and other outsourced partners. He is hands-on in nearly every aspect of our business. David is so well respected by everyone in the industry and he has elevated our brand’s name to a high senior level by exposing the brand in such a positive way at trade shows and events, ECRM, NACDS Annual Meeting, GMDC, and in the trade media and the business and social media.

David has an unusual passion for his brands, his clients, and his connections. He works hard, he’s the consummate professional, plays to win, but does so with honesty, integrity, and compassion.”

JOHN BRUNNER (CEO Vi-Jon Laboratories)

“David joined Vi-Jon at a critical time in our history. We were struggling in our transition as a small company. Thorough his efforts we were able to pull together a sales organization and establish our first concept of account teams. We then were able to go on the attack – and truly be considered a company that is a leader in our categories. David’s next focus was the development of the initial Marketing department – pulling resources from within and obtaining support externally. We developed our first category presentation using extensive marketing data quite unlike our old approach.) Vi-Jon began to gain a new level of respect in the industry as a company to be taken seriously by the competition and an organization that support the customer better than anyone else. David moved ahead leveraging his knowledge, the industry and the market, to make an impact at the highest levels of management within our industry and trade associations, but most importantly our customers.”

Tracey Saenz (Client – Senior VP Executive from Cosmederm/ Evofem)

“As you can see from reading everyone's comments about David, he is an expert in his field, he can recognize CPG brands that have high potential, he is well-connected with the CPG best and brightest, and he provides actionable insights to his clients. He's an accurately described 'CPG Geek' in the best way. In addition to the results and expertise David provides - he's also a joy to work with. David loves his clients and it shows. David makes my job a lot easier, and more fun!”

Jill Foster (GSK)

“David is a marketing genius; however, more importantly he is an incredible teacher, mentor, and friend. If you are smart, passionate about marketing and sales, and willing to learn, David will change your life.”

A. J. WILLIAMS (Sr. Marketing Director, Procter & Gamble)

“David is a remarkable guy. He exudes confidence in everything he does yet he is about as real and pragmatic as anyone I have ever worked with. He doesn’t always tell you what you want to hear but if you are open to learning and growing David will mentor you to success. David’s knowledge is very special and I can testify that smart people pay attention and take notes! David is a personable guy with a great sense of humor that makes this a fun business.”

BRYCE JOHNSON (CEO ZarBee's Inc.)

"ZarBee's contracted David Biernbaum in 2009 for national sales and business development consulting. David was hired after the company did not get results it needed from a different master broker, nor from a large "big name" national broker organization that was hired at the start. From the start David analyzed ZarBee's business immediately and started making the appropriate recommendations from scoop to nuts and lead us the right way with comprehensive retail presentations, packaging changes, marketing, advertising, and how to approach the trade shows in the right way.

David brought to ZarBee's his own national network of independent reps and brokers which he managed day to day with excellent results helping to secure major national distribution in numerous chain drugs, supermarkets, and mass merchandisers, and wholesalers. ZarBee's grew to become a major force in the retail industry and a highly productive brand for the company and for its retail partners. With David's vast senior level connections in the CPG industry he was able to help put ZarBee's on the map not only in the retail stores but also with senior executives through NACDS, GMDC, ECRM, and through David's many industry leadership activities and connections.

Best of all, David's consulting to ZarBee's on a day to day basis, issue by issue, opportunity by opportunity, is invaluable. David knows this industry inside and out, he works non-stop, and he is so well connected with a deep sense of knowledge and judgment about everything there is to know in the field of consumer goods retail and within the CPG industry. ZarBee's would not be the brand it has become, and will be in the future, if the company had not hired David Biernbaum.

Scott Sullivan (Major Retail Chain Executive)

"David is a genius in the field of consumer goods marketing and business development. His client companies are always well prepared to present at retail and David stands behind them."

Neal Harmon, (CEO, ORABRUSH Tongue Cleaner)

"When OraBrush exploded online, we had to find answers quickly on an industry that we didn't understand. As I started my research, Biernbaum continued to surface over and over and so I gave him a call. In our consulting sessions, I was impressed at the insights he gave us into the industry that would have taken us months to acquire. I also appreciated that he continues to be a resource even though our needs demanded that we bring sales function in house. He sent me a note right before I contacted Walmart that helped me know that the buyer had changed. That information was so timely. He's extremely connected in the industry – we really valued his help. Great Results, Personable, An Expert."

TAYLA KHAN – Director, Major Fortune 500 Company, and Client of David Biernbaum's

"I am so privileged to have a role in a major company that engaged David Biernbaum to be a major consultant to the division in which I manage. David is brilliant and amazing in every facet of business, and with working with people of all ages, genders, and role positions on all levels, and even with teaching basic life skills. DB knows how to put everything into the right perspective. He builds confidence, mentors, and teaches better than anyone I have ever known or worked with. I adore this man."

Scott Porter (Category Manager at Kerr Drug, Inc.)

"I have yet to come across anyone who knows more about the CPG Industry than David. He is extremely passionate about helping others and sharing his wealth of knowledge. David is someone who always has a well thought out plan to grow business and delivers. He is very articulate and possesses exceptional presentation skills. David is the consummate professional and a true leader in our retail world. I highly recommend David."

Kevin Browett (EVP and GMM Merchandising, K Mart worked directly with David B. at Vi-Jon)

"David is truly a "get it rolling, then get it done" gentleman. As I moved to shake up K mart and how we did merchandising, I needed smart focused and determined partners. In David I got that 100 fold. He gets it. He sees the plan, the vision and then connects the dots fast to deliver the results you need. He has the highest of ethics and he always delivered what he promised and more... He was to this day the best partner I have ever had in the merchandising arena."

Jay Forbes (Forbes Connection / Drug Store News)

Among an increasingly diverse field of Business Development Organizations, David Biernbaum is one of a select few with an on-the-ground involvement in the trend lines impacting retail and pragmatic solutions to suppliers seeking to maximize their sales goals. His understanding of the forces that drive this business and his involvement in electronic and social media are cutting edge.

Janet Dorenkott, (CEO Relational Solutions)

"David is a known expert in the Consumer packaged goods arena. He is hard working, professional and well liked. He has a history of success. If you're looking to get your products on the shelf, you can count on David to get the job done. He has a great reputation and relationship with the retailers. He is very well connected and will make your product successful!"

Al McClain (Retailwire.com)

David Biernbaum is an informed, enlightened, and reliable contributor to Retailwire.com, via our BrainTrust panel of experts. He also seemingly knows everyone in the retailing and consumer products industries!

CHAIN DRUGSTORE MARKETPLACE

Saturday, June 5, 2010

Oser Communications Group

San Diego

BROKER SALES PROCESS REQUIRES PROFESSIONAL ATTENTION TO SIDESTEP COMMON MISTAKES

David Biernbaum is a Master Broker Sales Consultant and CPG Business Development specialist since 1977. His background includes major national brands, niche, licensed and specialty brands, and held pivotal executive positions in major companies such as Gillette, P&G and GSK, and also consulted numerous 'small brands' to success in many consumer goods categories. He also consults with major retail executives and is a daily 'BrainTrust' panelist on RetailWire.com.

CDM: What is a master broker?

DB: A master broker is an independently contracted 'National V.P. of Sales' that manages and oversees the entire broker sales force for the client company.

An effective master broker directs the activities of the broker sales force account by account day to day.

CDM: Why should a company hire a master broker?

DB: Hiring and managing brokers to get effective results requires a very certain set of

knowledge and skill sets that are learned over many years of experience. I make certain that we are keeping a razor sharp eye on everything brokers are doing. The broker process needs constant dexterous attention to avoid common mistakes, oversights and pitfalls.

CDM: What are some of the common mistakes and pitfalls?

DB: Sending brokers out without complete presentations and comprehensive business proposals, or being pressed into unfavorable deals with a retailer that will never be overcome, and not hiring the right brokers in the right places for a given category or retail situation.

CDM: Which brokers does David Biernbaum & Associates work with?

DB: We have a terrific working relationship with nearly all the broker organizations in the nation. We know how to match up the right brokers in every situation. However, in any case, the real factor is in how we oversee and manage them.

CDM: What is a business development consultant?

DB: For many of my clients I'm not in the master broker role but more so in a consulting and support role.

I'm hired to assist, advise, coach and provide my fullest support to company owners and their management teams in many different areas day to day.

For example, I get involved in developing comprehensive retail sales presentations and proposals, or to assist with critical package and design selection, or to create strategic competitive strategies, or to help in the backstage to manage brokers. I also work with companies to build meaningful budgets and of course to help in every aspect imaginable to prepare and execute successful strategies for NACDS Marketplace, ECRM, GMDC, PLMA and any or all other pivotal trade events.

CDM: What are the most common mistakes companies make that prevent growth and success?

DB: Underestimating the skill sets and amount of attention needed to manage brokers, retail appointments, category reviews, trade spending, promotion and good timing.

In addition, package design is so much more than just a creative function. So many great product ideas fail because they don't really understand what needs to be on a package and what not, to drive retail sales off the shelves.

Also many companies do not truly understand the true costs, or sequences of events, or the right order in which things have to happen to achieve retail success in consumer goods.

CDM: How does David Biernbaum & Associates help to make it happen right?

DB: I will make sure that the overall components of the business are approached dynamically and in sync including; brokers, sales management, consumer marketing, retail appointments, presentations, proposals, timing, trade promotion, strategic spending, right packaging and design, and a well planned out approach to fully capitalize on trade shows and industry events. That's what we do!

For more information, write to 36 Four Seasons Center, Suite 101, Chesterfield, MO 63017, call 314-434-6008, e-mail david@biernbaum.com, visit www.biernbaum.com or consultdavid4retailsales.com.

DAVID BIERNBAUM: SERVICES AND FEE SCHEDULE

SEPT 1, 2015

WALK INTO ANY STORE AND COUNT THE BRANDS
INFLUENCED BY DAVID BIERNBAUM AND HIS TEAMS!



PERSPECTIVE: Today's CPG/Retail environment is dominated by huge national mega-retailers and multi-national consumer products mega-giants. If your company or brand is under \$250 MM in factory sales, it's considered (very) "small."

David brings a very high level of "big" experience, energy, knowledge, and connectivity to "small" or mid-size CPG brands.

The cost to hire and keep a "full-time" employee with David's background and capabilities would be "off the charts for a small brand or company." Therefore, "outsourcing" David is a very smart strategy to help your company to "level the playing field," in what is already a very unbalanced, highly competitive, and very political CPG/ Retail environment.

MASTER BROKER / NATIONAL SALES & BUSINESS DEVELOPMENT

Master Broker National Sales

All Accounts Drug, Food, Mass, etc.

\$12,000 Monthly retainer.

Up to 3% over-ride on Net Sales;

2 to 3 years auto renewable agreement.

STRICTLY CONSULTING

BUSINESS DEVELOPMENT

Hands-On Support, Consulting, and Ongoing Guidance in Multiple Aspects of Your CPG business.

\$5,000 - \$10,000 per month retainer

Depending on Time and Needs.

NON RETAINER CONSULTING

\$2,500 per day

Hourly: \$500.00 per hour

Availability is limited.

David has to be very selective with adding new clients and does not entertain long-term commitments without the retainer.

We thank you in advance for your understanding!

I get asked almost every day what drives a PERSONAL success in the CPG Industry? Great brands, great services provided, and personal skill sets are the obvious factors, however if I had to tighten it down to a few other words it would easy –

Infinite Connections, Continuous Information, Knowledge-Sharing, and Networking!

Here are some great links that I promise will enhance your CPG life!



In 2010 I started up a networking community on LinkedIn for the consumer goods & retail industry that now has over 52,000 members. Network and share information and ideas, with CPG retail executives, buyers, sales and marketing professionals, and others in our industry:
[Join Consumer Goods & Retail Professionals on LinkedIn](#)



In 2012 I initiated a more relaxed gathering on Facebook for consumer goods & retail people. We now have more than 700 members.
[Join Consumer Goods & Retail Professionals on Facebook](#)



To keep up with some great CPG news, and updates on DB's clients and industry news please "like" David Biernbaum & Associates LLC on Facebook:
[Like David Biernbaum @ Associates LLC on Facebook](#)



RetailWire is the best and most well-read blog in the retail CPG industry – you will need to sign up just once. David Biernbaum is on the "BrainTrust Panel" that comments on CPG news!
[Read Retailwire Blog for Daily News](#)



Follow David's tweets and links about the CPG industry. David is well connected to an entire globe of interesting people with great tweets, links, and news in the CPG industry and beyond:
[Follow David Biernbaum on Twitter!](#)



Join David Biernbaum's vast network of outstanding connections, influencers, and resources on David's personal page on LinkedIn:
[Join David Biernbaum Network on LinkedIn](#)



Founded by David Biernbaum 55,000 members

DAVID'S FIRST 21 QUESTIONS FOR PROSPECTIVE NEW CLIENTS

Dear Potential Associate and Client,

In order to help you and me have the right conversation about the possibility of working together, and to make the very best use of our mutual time, please take a few minutes to consider the following 21 questions and discussion topics.

Please do not be concerned if you do not understand some few of these questions or talking points. If we work together a big part of my job is to help educate, advise and guide you all the way through!

Below, these are the types of questions and topics you will eventually need to address with retailers and brokers. It's a good list for starters! Thanks! Db

- What are your products? Do you have photos or images?
- Who is the target market for your products? (Gender, age span, demographics, etc.?)
- Do you have a brief bio? If not can you describe yourself and your background?
- Do you have any current distribution in any major retail chain either national or regional?
- If not, have you or any representatives made any previous attempts to present your products to any major retail chains?

DAVID'S FIRST 21 QUESTIONS FOR PROSPECTIVE NEW CLIENTS

- Are your products a “fit” for mass markets retail shelves, aisles, or peg boards?
- Please tell me about your company or organization? How many employees? Who are the major players?
- Have you previously attended an ECRM or NACDS Marketplace or GMDC with this product?
- What makes your product different or unique compared with other products within the same or similar space?
- Will your products expand the “category” or will your products simply take market share away from existing brands already in the stores?
- Do you have a business plan, marketing plan, and budget in place to drive your products into the mass markets and to generate sell-through?
- Do you have funding in place for retail slotting allowances and retail co-op promotions?
- What types of media or other types of energy will you be deploying in order to create awareness, demand, and sales in retail stores?

DAVID'S FIRST 21 QUESTIONS FOR PROSPECTIVE NEW CLIENTS

- Do you currently sell direct to consumers? On-line? Direct Sales?
- Are you aware of the challenges, obstacles, hurdles, expenses, and (politics) associated with achieving retail distribution in chain drug, supermarkets, and mass merchandisers?
- Do you already have some of your own brokers or sales reps in place?
- Have you conducted any tests or research or do you have any significant market data to explain the likelihood of your products success at retail?
- Do you currently have a web site? If so please advise.
- Do you personally have any previous experience with sales/distribution to the mass markets with consumer products?
- Have you considered the deployment of a master broker/business development consultant to help drive your distribution, marketing, sales, and business development on a national basis?
- Are you aware that a legitimate and capable master broker with relevant experience, contacts, and true nationwide retail expertise, operates on a retainer-fee basis?

WALK INTO ANY STORE AND COUNT THE BRANDS
INFLUENCED BY DAVID BIERNBAUM AND HIS TEAMS!



200 + Success Brands since 1977
I LOVE THIS BUSINESS!

HELPING TO MAKE AMAZING THINGS
HAPPEN IN CPG IS MY PASSION !!



Australian Dream
Sending high-spenders "Destination" customers to YOUR STORES!

Walgreens Walmart CVS/pharmacy VONS
HEB meijer Kroger ACME bigg's Safeway
AmericanEagle a R Jewel Osco HEB Save SCOTT'S
Harris Teeter CardinalHealth drugstore
Target RITE AID Kinney Rite Aid KERR DRUG WEGMANS MEKESON