



BARE

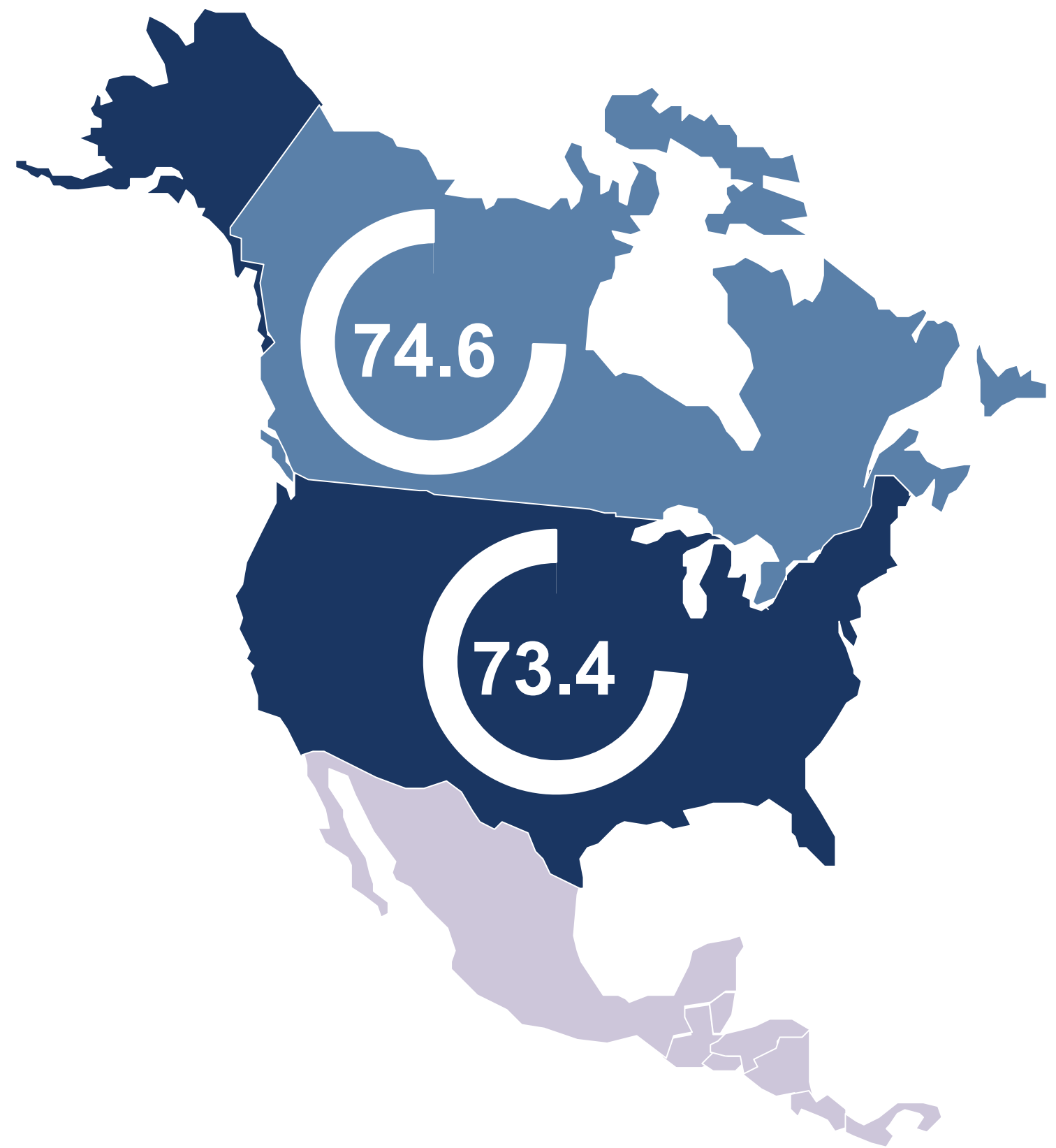
INTERNATIONAL

**BI Sample: Consumer Electronics
2020**

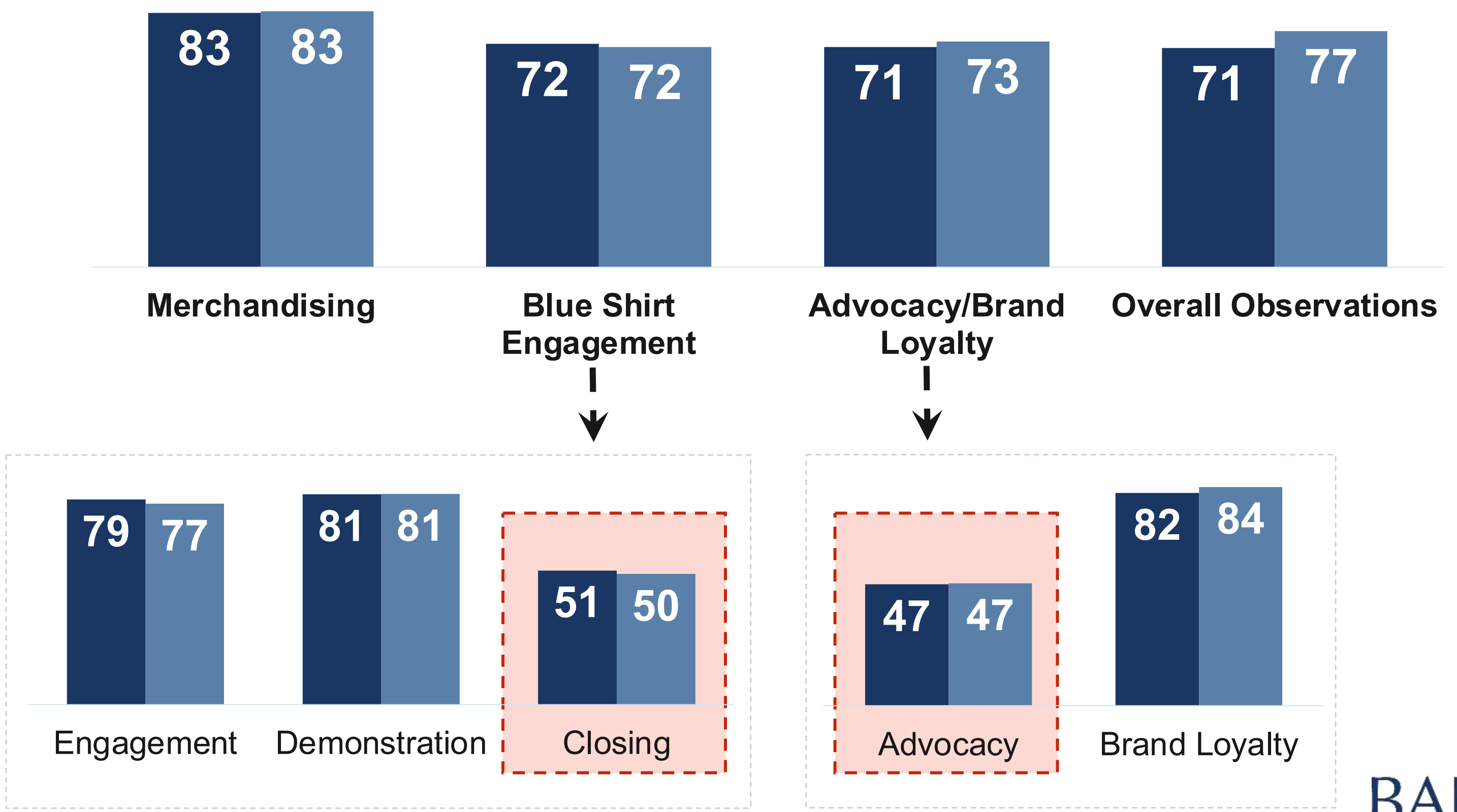
OVERALL EVALUATION SCORES

All sectional scores above 70 for both countries. High subsectional scores (75+) except for Closing and Advocacy. Overall similar scores for the US and Canada.

OVERALL SCORE



SECTIONAL SCORES



ADVOCACY SCORING

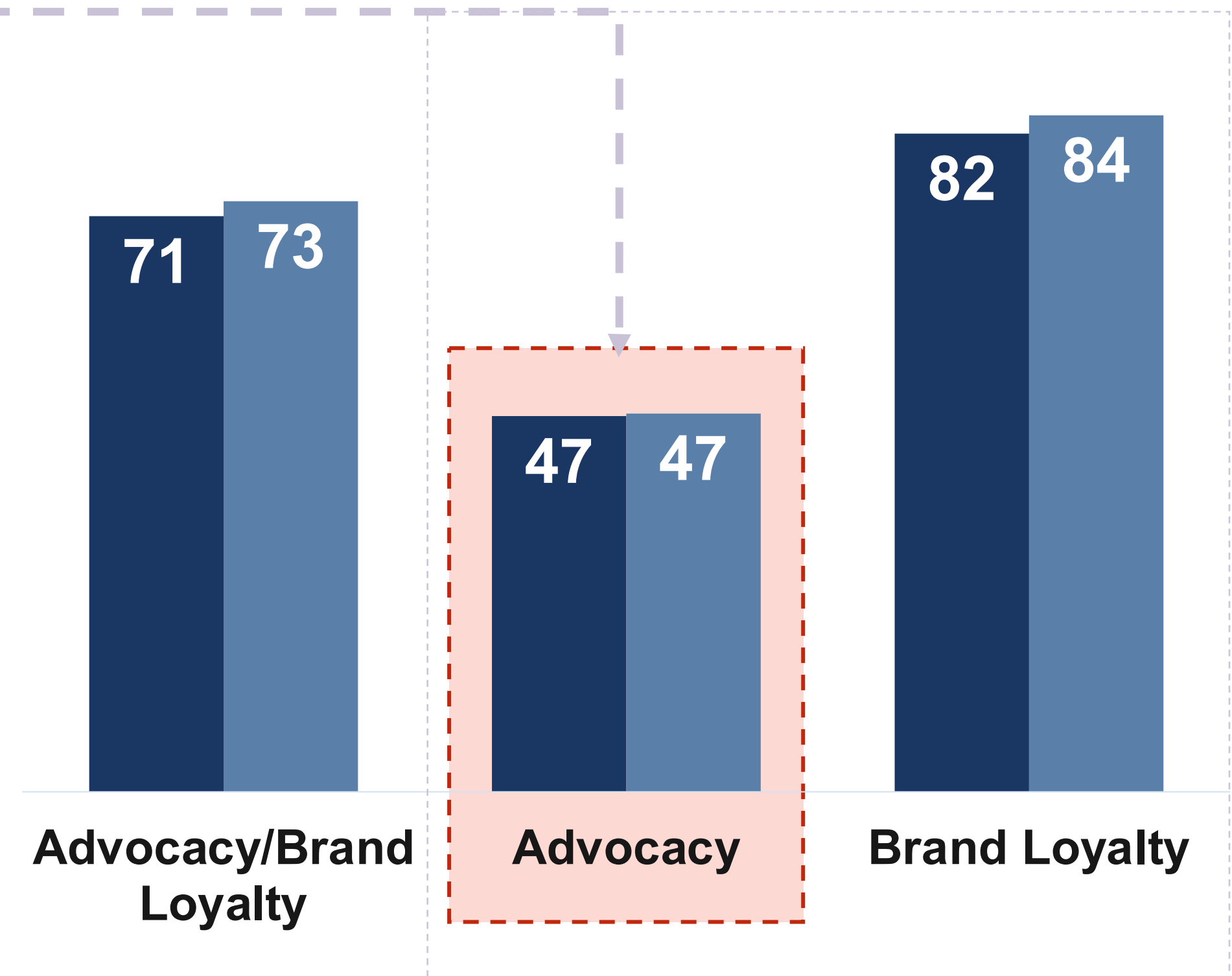
Lower scores of the Advocacy section are explained by a scoring technicality: 100% is only available if the client is the only recommended brand. In case other brands are also recommended, scores are lost even if the client was recommended first.

- *First brand recommended: the client (5 points), Other (0 points)*
 - *Second brand recommended: the client (3 points), Other (0 points)*
 - *Third brand recommended: the client (1 point), Other (0 points)*
- Each brand can be recommended only once*

100% if only the client and no other brand was recommended
($5/5=100\%$)

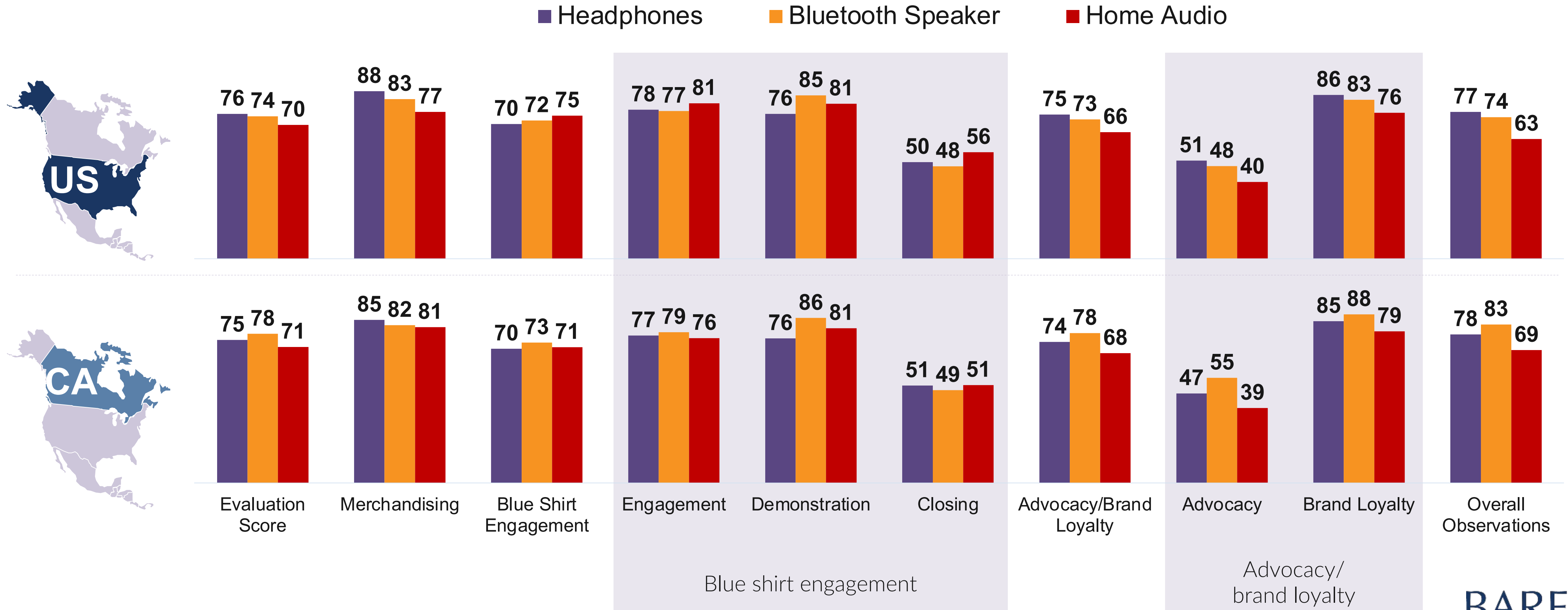
If the client was recommended first but there was also another brand mentioned the maximum available score is 63% ($5/(5+3)=63\%$)

If the client was recommended first but there were two other brands mentioned the maximum available score is 56% ($5/(5+3+1)=56\%$)



SCORES PER SCENARIO

Home audio with lowest evaluation scores for both countries. Headphones and Bluetooth speaker scenarios with better results.





Headphones





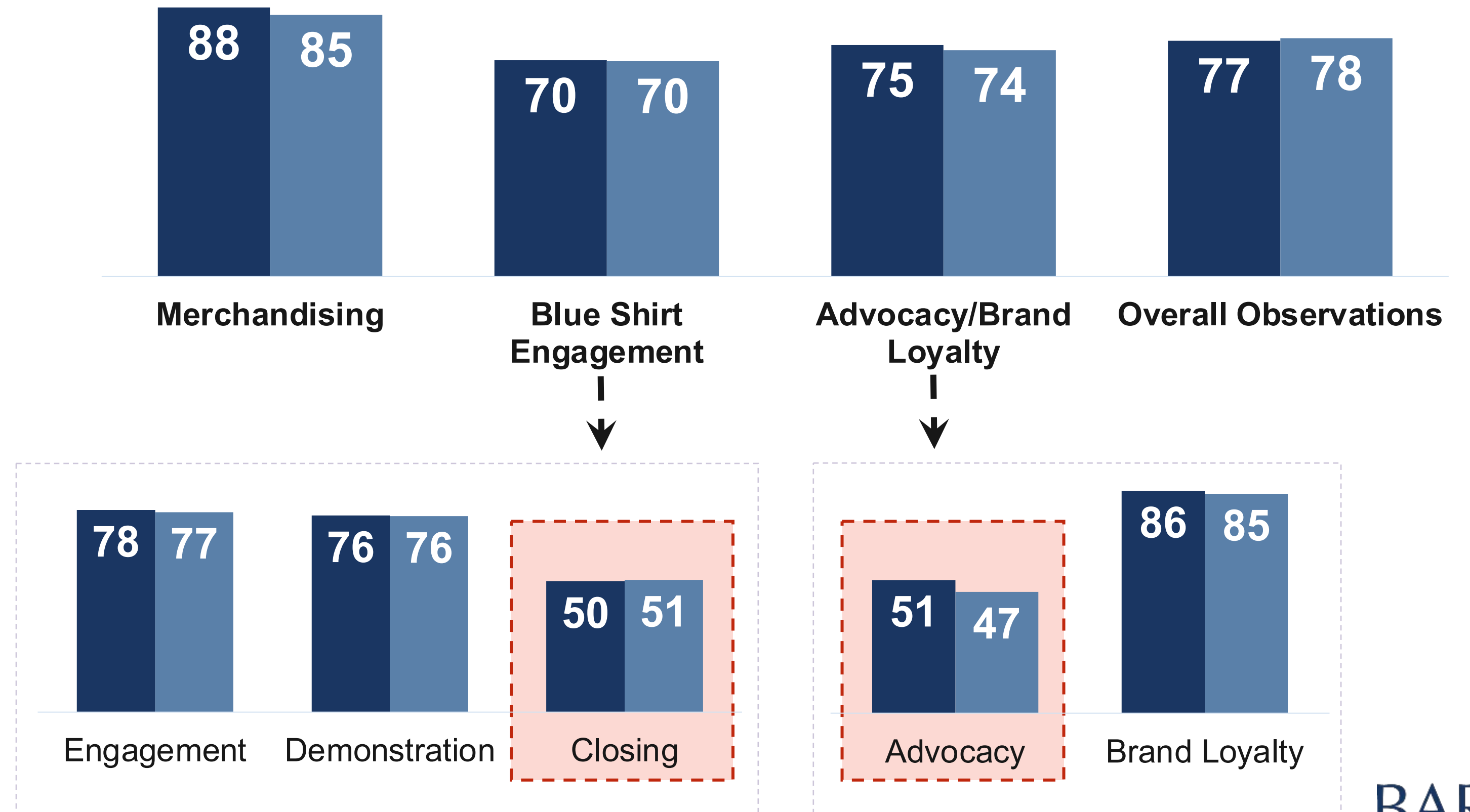
HEADPHONES EVALUATION SCORES

Headphones with all sectional scores above 70 for both countries. High subsectional scores (75+) except for Closing and Advocacy. Highest results in Brand Loyalty subsection.

OVERALL SCORE



SECTIONAL SCORES



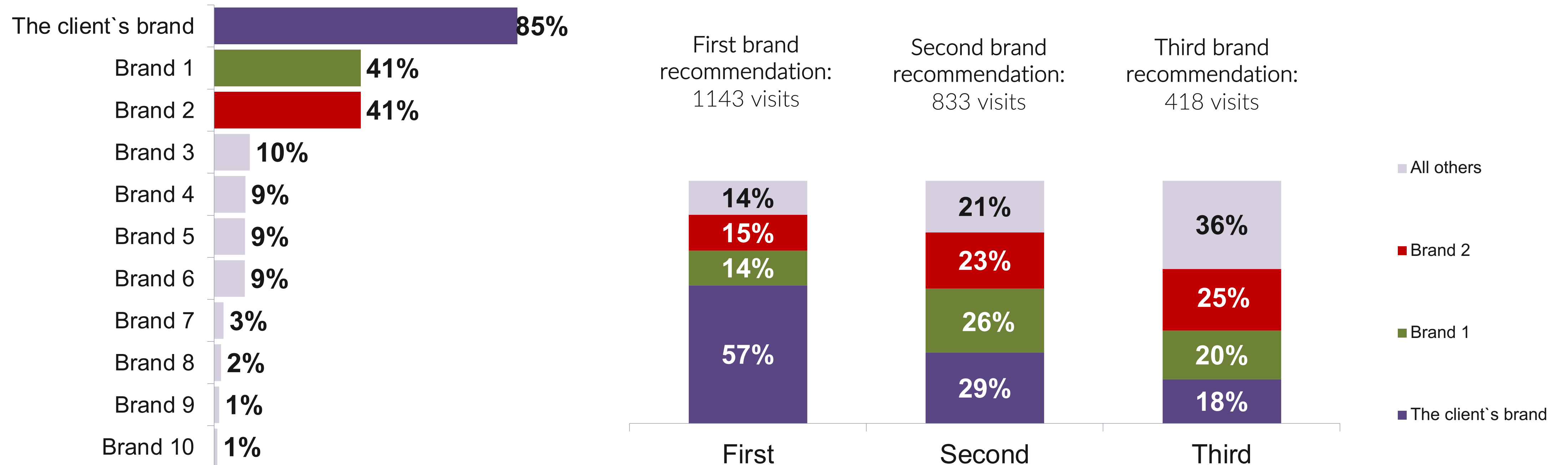


ADVOCACY

The client was recommended by the sales associate during 85% of the visits, which is twice as much as any other brand. In 57% of the visits the client was mentioned first. Only significant competitors for headphones are Brand 1 and Brand 2.

Brands recommended

When you told the associate what you were interested in, what brand was recommended? (first, second or third)

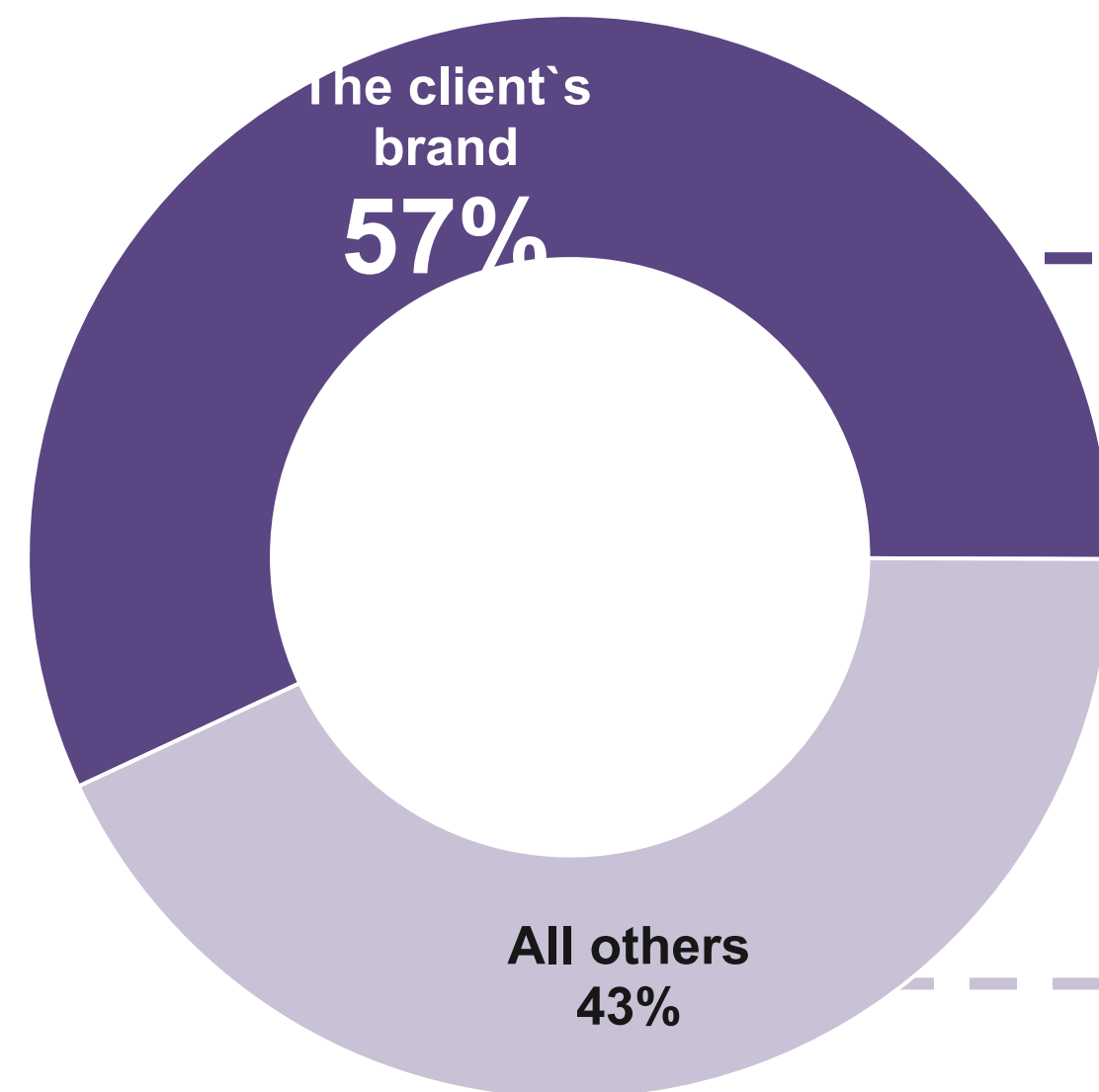




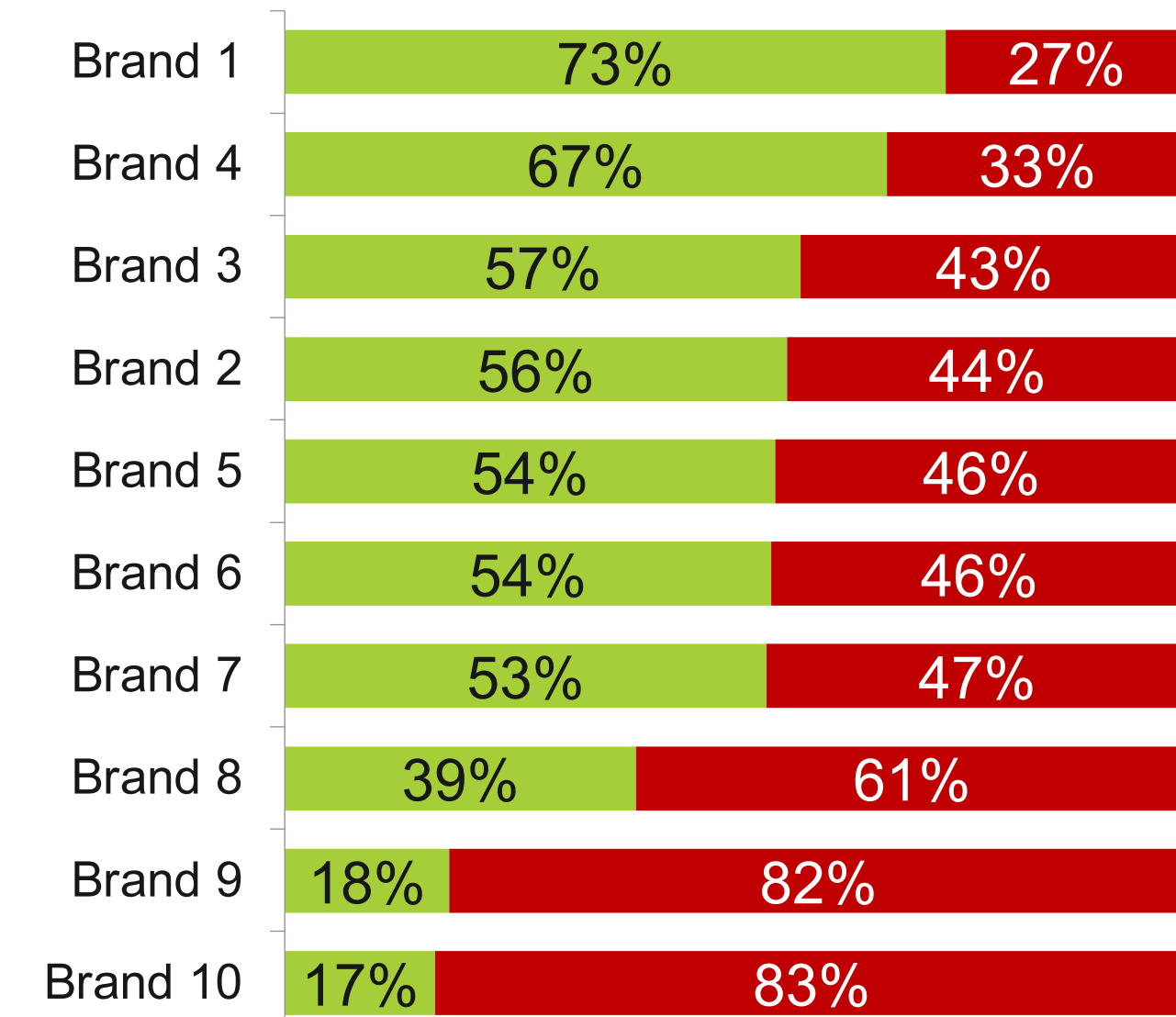
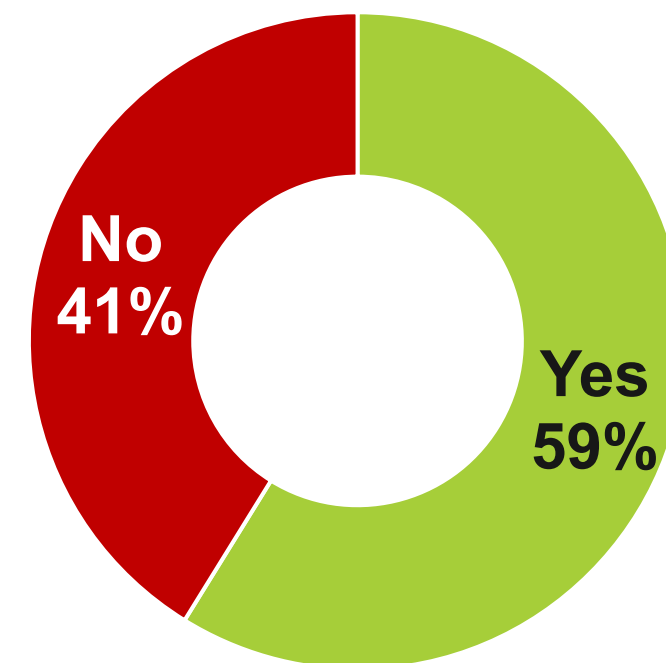
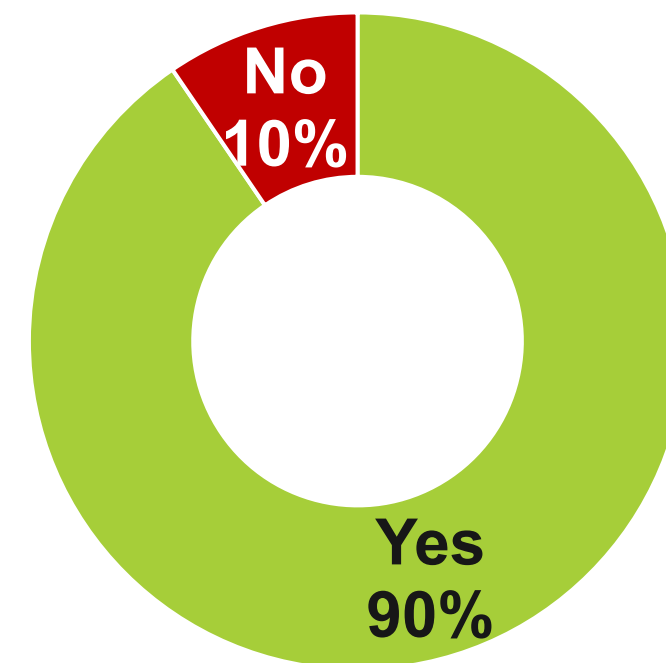
ADVOCACY

When the client is mentioned first, the shopper would buy it in 90% of the cases. If the first mentioned brand is different, the likelihood is 59%. For competitors Brand 1 and Brand 2 the likelihood is 73%/56% to still buy the client's brand in the end.

First brand recommended



Likelihood to purchase the client's brand



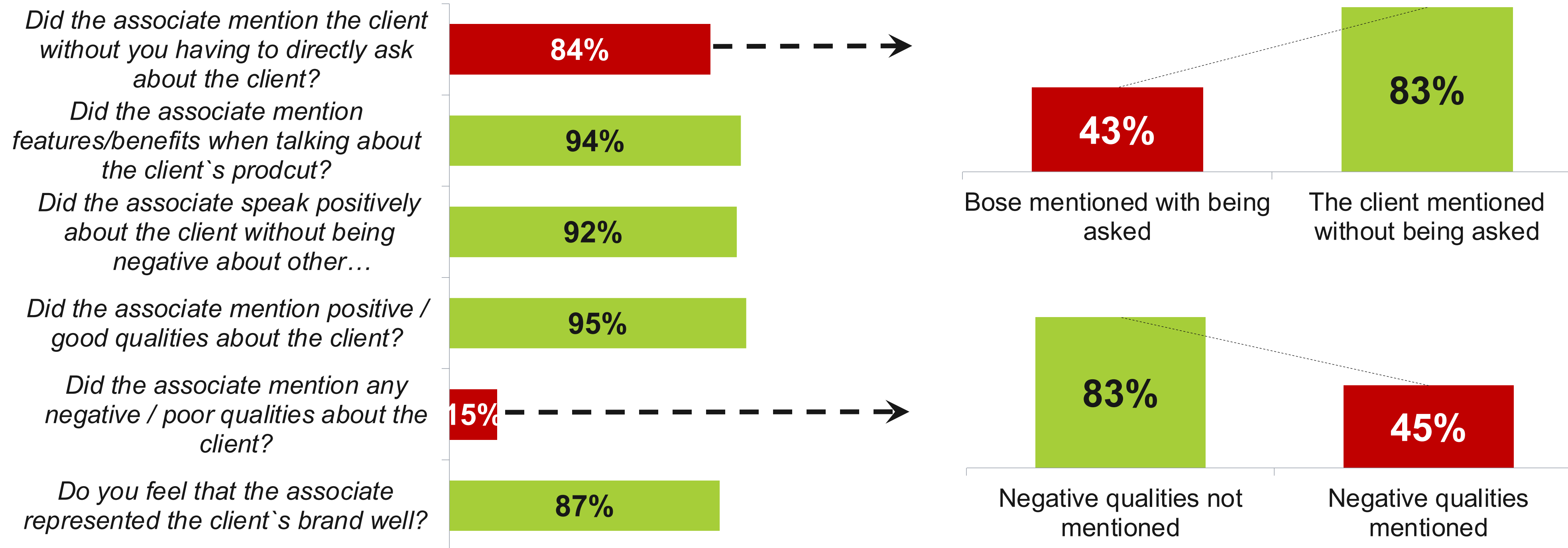


BRAND LOYALTY

The sales associate's knowledge influences the shopper. If he mentions the client, without being asked, the shopper would buy the client's product in 83% (vs 43%) of the cases. Negative qualities highlighted reduce the likelihood to 45% (vs 83%).

Sales associate's knowledge

Likelihood to purchase the client's brand





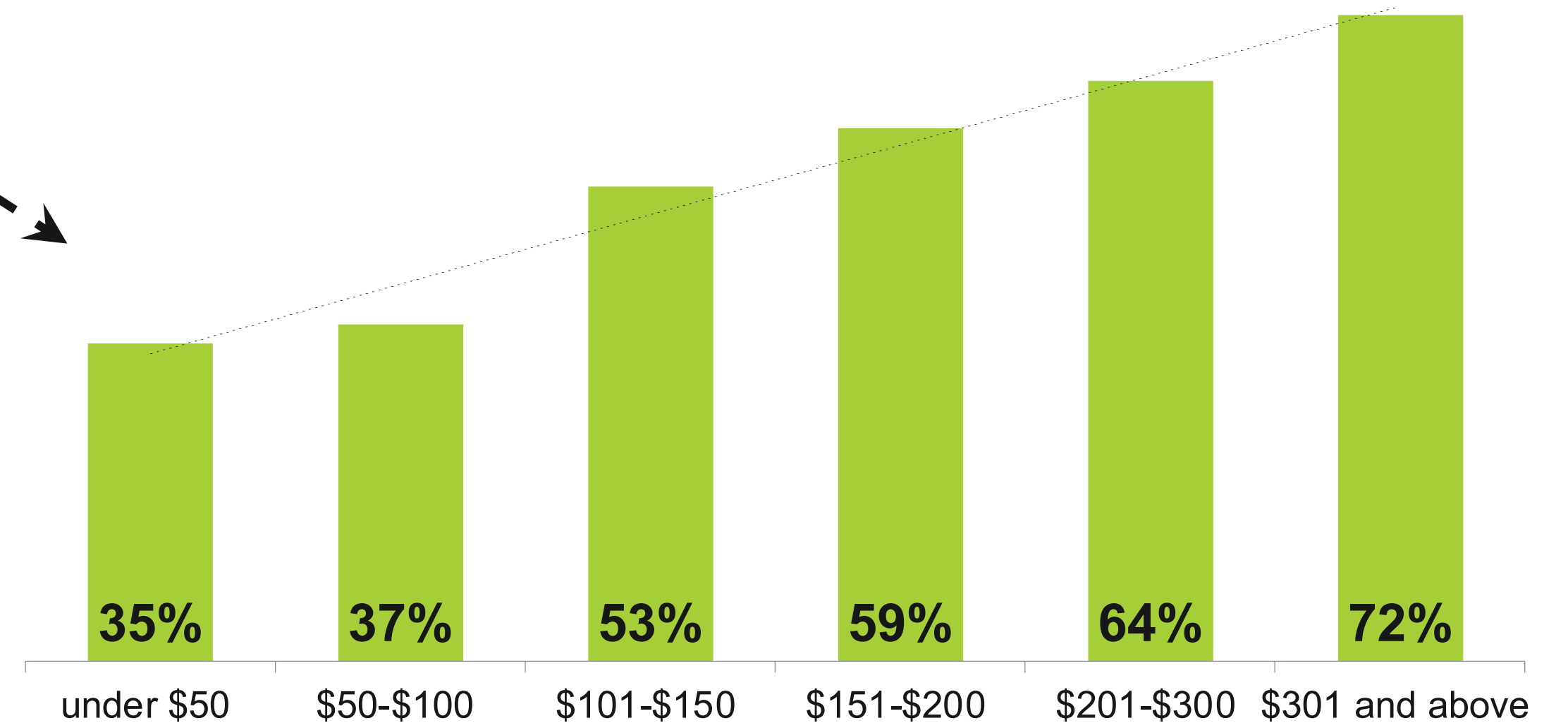
BLUE SHIRT ENGAGEMENT

Demonstration was only provided in 60% of the cases. The more expensive a brand is, the more likely the shopper receives a product demonstration by the sales associate.

Demonstration



Demonstration rate per price point of first product



SUMMARY

- All sectional scores above 70 for both countries, overall US and Canada with similar results.
- Home audio with lowest evaluation scores (caused by competitor Brand 3), Headphones and Bluetooth speaker scenarios with similar results.
- The client is the top first brand mentioned for all scenarios (Headphones: 57%, Bluetooth: 54%, Home audio: 40%).
- If the first mentioned brand is the client, the likelihood is above 90% for all scenarios to buy it. If the first and only brand mentioned is not the client, the likelihood to purchase the client`s brand drops significantly.
- Sales associate`s knowledge directly correlates with the first brand recommended. The more knowledgeable the associate is, the more likely he is to mention the client as first brand.
- If the sales associate mentions the client without having to be asked, the likelihood of a purchase of the client`s products is much higher. Negative qualities mentioned have an opposite effect, the less they are highlighted, the more likely a purchase of the client`s products is.
- Demonstration rates for scenarios: Headphones: 60%, Bluetooth: 81%, Home audio: 75%. Sales associates provide a demonstration more likely in the higher price range.
- Low closing scores for all scenarios caused by lack of additional product recommendations and promotions.

Thank you!

We hope you enjoyed this sample. The original analysis is 40 pages long. All BI reports are customized based on each client's needs.

Contact us today on how we can take your data and give you action steps.

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