



SHOW Training for Sales teams



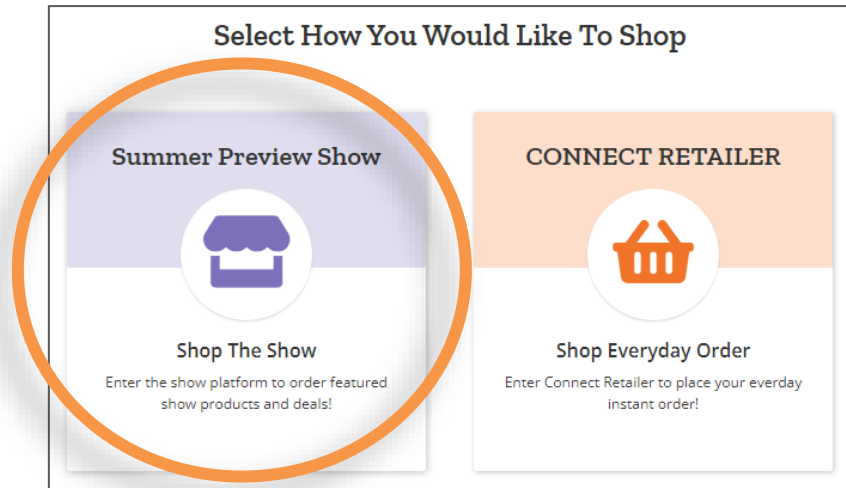
AGENDA

- **ACCESS SHOW AND SELECT CUSTOMER**
- **CREATE AN ORDER – PRODUCT SEARCH**
- **CREATE AN ORDER – ORDER UPLOAD**
- **VIEW PRODUCT DETAILS**
- **CHECK ORDER STATUS**
- **KEY TERMS**
- **FREQUENTLY ASKED QUESTIONS**
- **GETTING HELP**

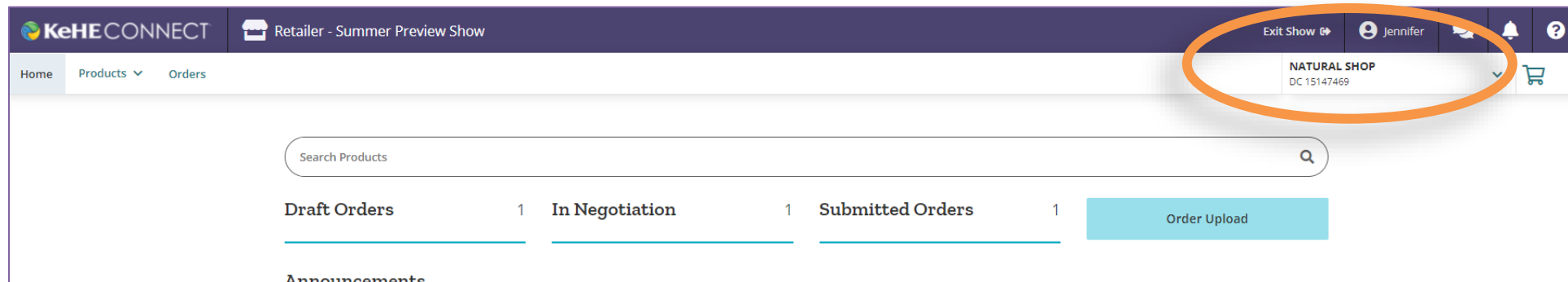


ACCESS SHOW AND SELECT CUSTOMER

1. To access the Show platform, navigate to connectretailer.kehe.com and select Summer Show. **Note: only customers that are registered for this Show will have access to the Show platform.**



2. Select the appropriate customer from the upper right field. If you want to order for a different customer, change the customer information in the drop-down menu.





CREATE ORDERS THROUGH PRODUCT SEARCH

1. Navigate to the Product page and use the filter panel to narrow down your selection.

KeHECONNECT Retailer - Summer Preview Show

Home Products Orders

Search Products

Draft Orders 1 In Negotiation 1 Submitted Orders 1



Featured Clear

- New!
- On Promotion
- Shipper
- DIVERSEtrade
- CAREtrade
- elevate

Categories Clear

- Frozen ▼
- General Merchandise ▼
- Health Body Care ▼
- Herbs ▼
- Natural Grocery ▼
- Pet Supplies ▼
- Refrigerated ▼
- Specialty Grocery ▼
- Vitamins ▼

Brands Clear

- Absolutely Gluten Free
- Annies Homegrown

2. Click on the arrow to open show books. Add quantity (required) and MCB (optional).

Manhattan Choc Drk Toffee Almnd Crnbrry, 6 OZ. 027343014624 | 01305374 \$3.95 12 ea = 1 cs Add

Manhattan Choc Drk Toffee Bag, 6 OZ. 027343014600 | 01305358 \$3.95 12 ea = 1 cs Add

Manhattan Choc Drk Toffee Almnd Crnbrry, 6 OZ. 027343014624 | 01305374 \$3.95 12 ea = 1 cs Add

All Books	0%	0
Oct 2021	0%	0
Nov 2021	0%	0
Dec 2021	0%	0

3. Click the Add button.

Manhattan Choc Drk Toffee Almnd Crnbrry, 6 OZ. 027343014624 | 01305374 \$3.95 12 ea = 1 cs Add

All Books	0%	0
Oct 2021	5%	12
Nov 2021	5%	12
Dec 2021	0%	0

Timesaver!

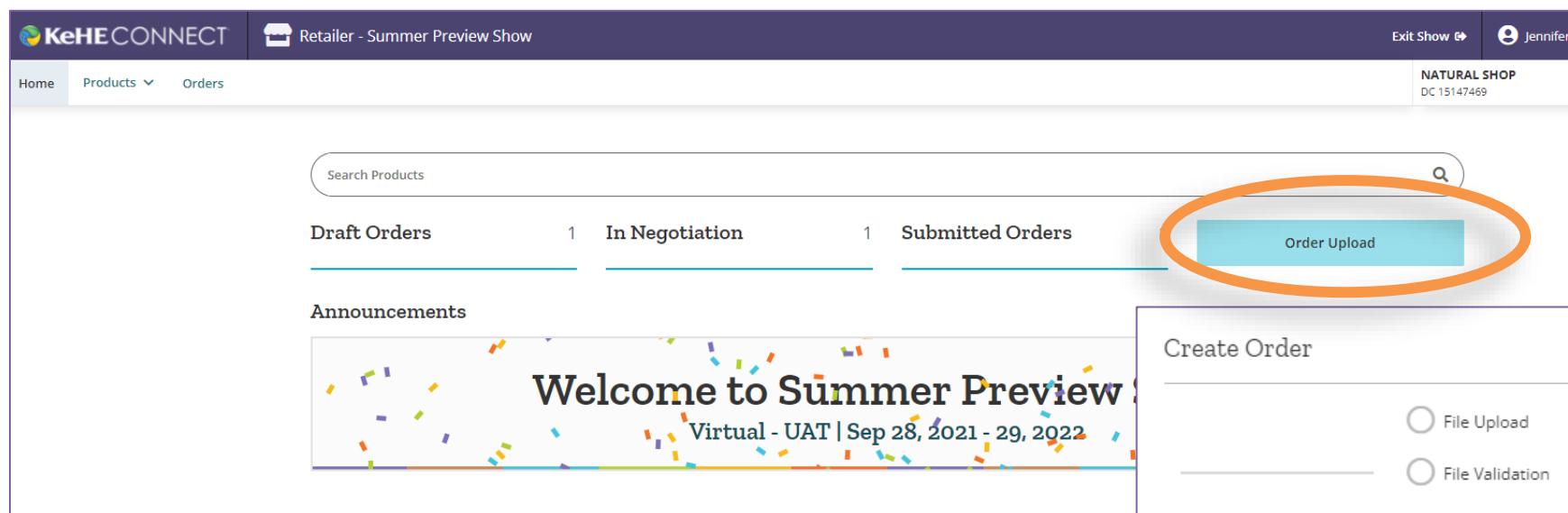
The All-Books fields let you quickly add quantity and MCB to all books.





CREATE ORDERS THROUGH ORDER UPLOAD

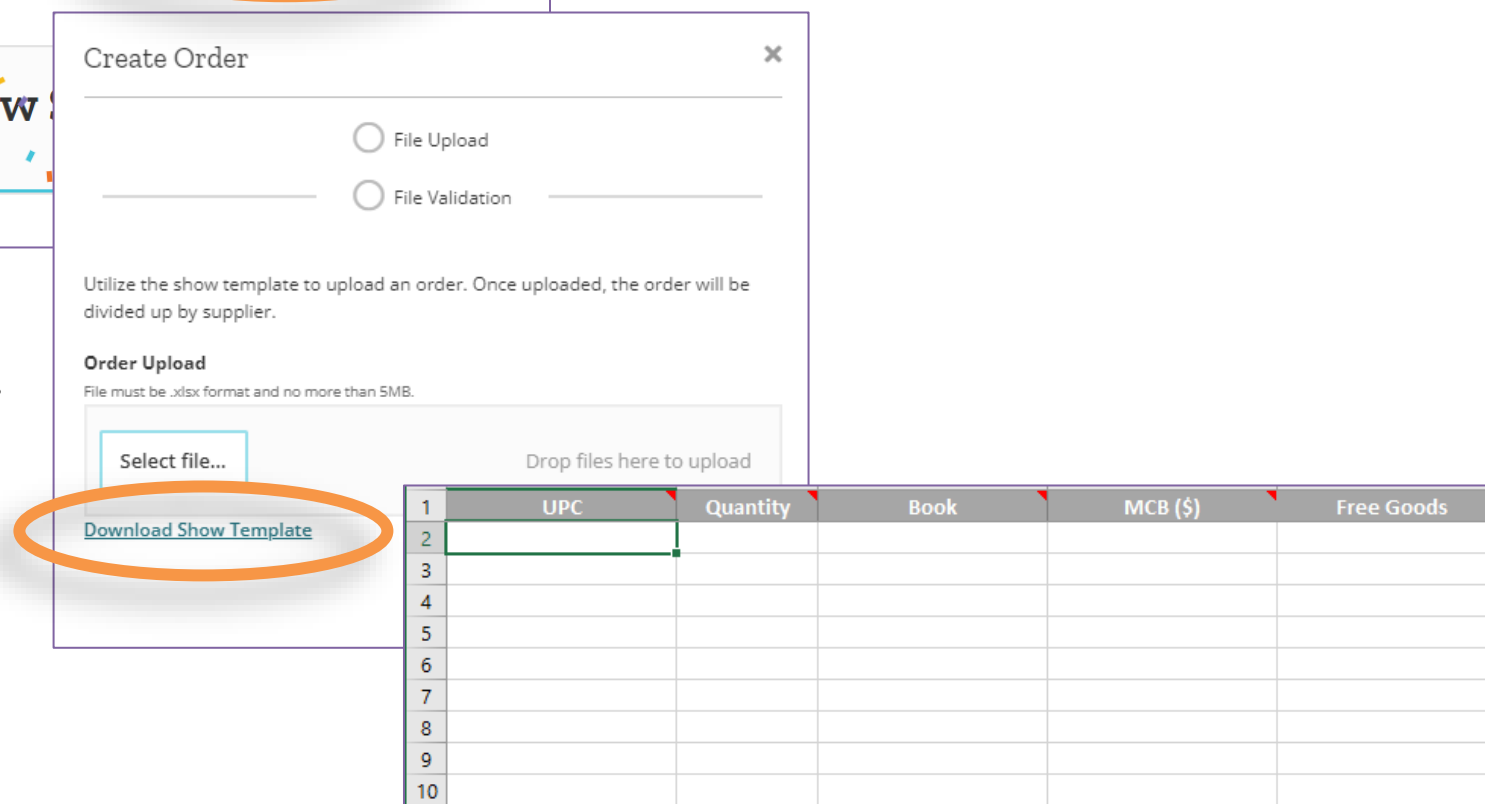
1. To upload a Show order, click on the Order Upload button



2. Download the Show template and complete the required fields. Save the file to your Documents library.

3. Upload the file with the Select file button or drag/drop. The system will call out any errors so you can correct them.

4. Orders will appear in Draft Orders by Supplier.



ADD EXTRA PERFORMANCE (EP)

1. To add extra performance, open the draft order and click Extra Performance.

The screenshot shows the KeHECONNECT interface. At the top, it says 'Retailer - Summer Preview Show' and 'NATURAL SHOP DC 15147469'. The 'Orders' section is active, showing a table with columns: Supplier, Lines, Created, Status, Potential Savings, and Total. One row is visible for 'SIMPLY DELICIOUS' with 3 lines, created on 10/19/2021, and a status of 'Draft'. An orange circle highlights the 'SIMPLY DELICIOUS' link in the Supplier column.



The screenshot shows the order details for 'SIMPLY DELICIOUS' (Draft). It includes a 'Propose Order' button and an 'Order Notes' section. The order summary table is as follows:

Item	Quantity	Description	Amount
CREATED	10/19/21, Jennifer Martino	EXTRA PERFORMANCE	\$0.00
LINES IN ORDER	3	POTENTIAL NEGOTIATED SAVINGS	\$64.33
		FREE GOODS	\$0.00
		TOTAL	\$243.89

An orange circle highlights the 'EXTRA PERFORMANCE' link in the 'Description' column.

2. Add Advertisement, Placement and/or Demo dollars. Click Apply.

The 'Extra Performance' dialog box allows editing performance across books in the show. It features a table with columns: Advertisement, Placement, Demo, and Total. The data is as follows:

Month	Advertisement	Placement	Demo	Total
Oct 2021	\$0.00	\$0.00	\$0.00	\$0.00
Nov 2021	\$0.00	\$0.00	\$0.00	\$0.00
Dec 2021	\$0.00	\$0.00	\$0.00	\$0.00

An orange circle highlights the 'Apply' button at the bottom right of the dialog.

3. Add Order Notes for the Supplier to see with the order or click the ellipsis to send a message to the Supplier. Click Propose Order. The order status will change to **In negotiation**.

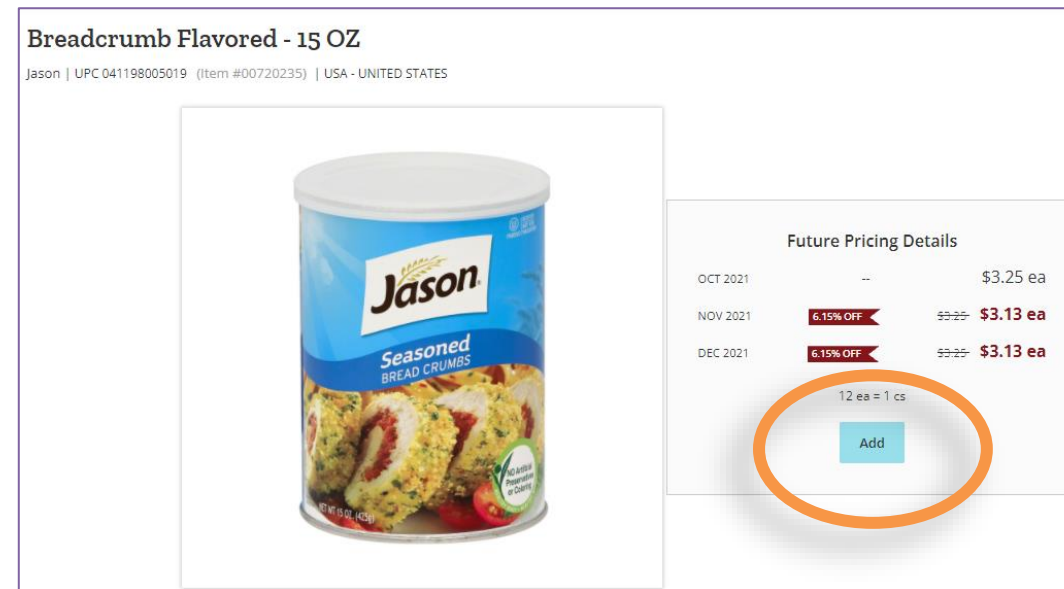
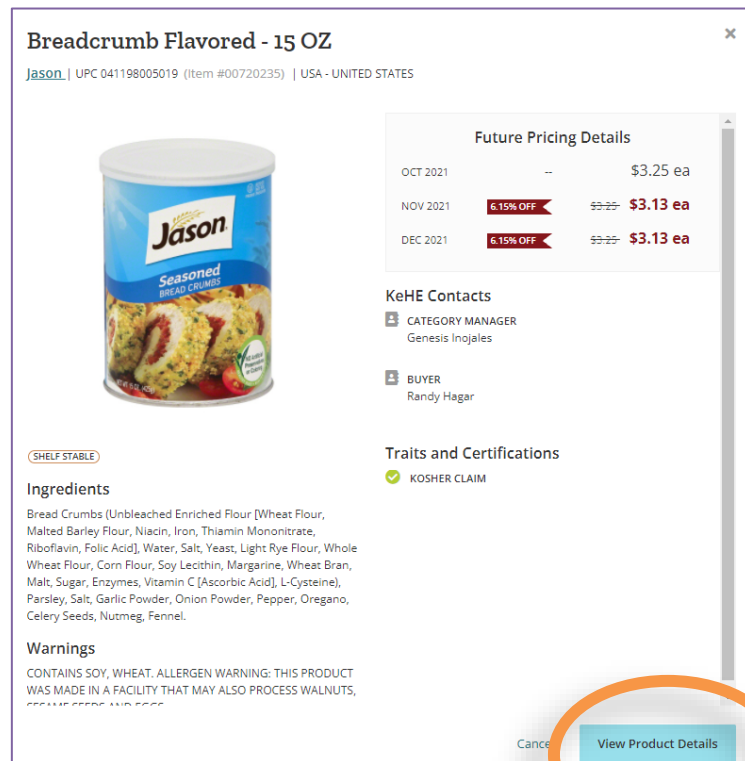
This screenshot is identical to the previous one, showing the order details for 'SIMPLY DELICIOUS'. An orange circle highlights the 'Propose Order' button at the top right of the order summary area.

VIEW PRODUCT DETAILS

1. To view product details, click on the image of the product.

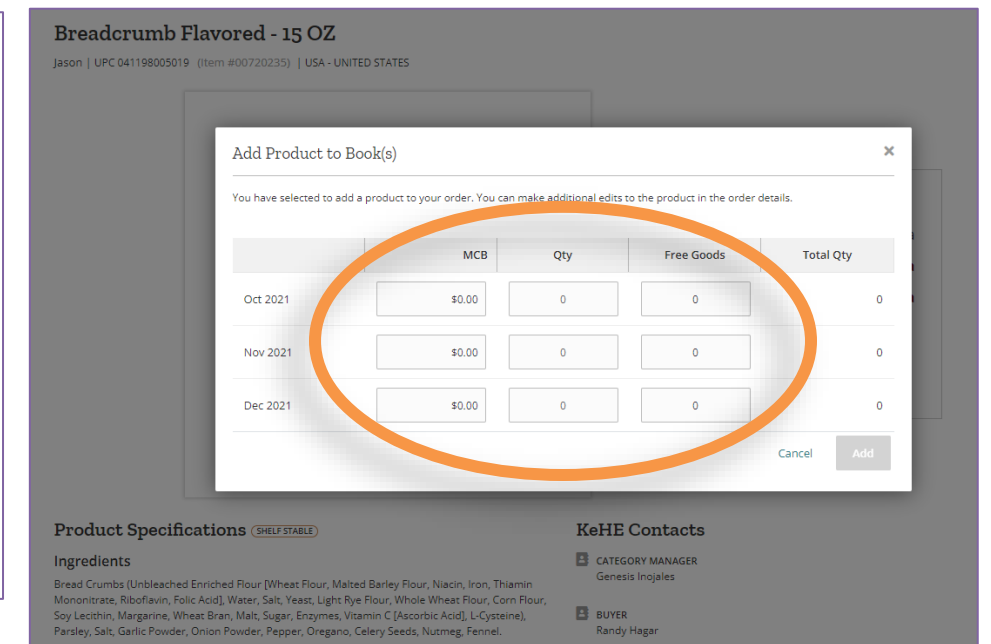
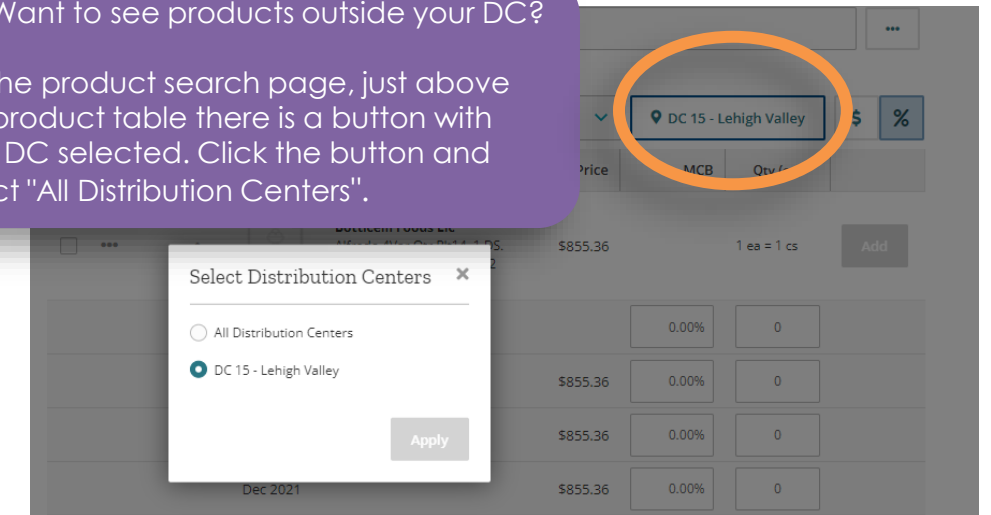


2. Select View Product Details, click Add and enter the quantity, MCB and Free Goods to your order.



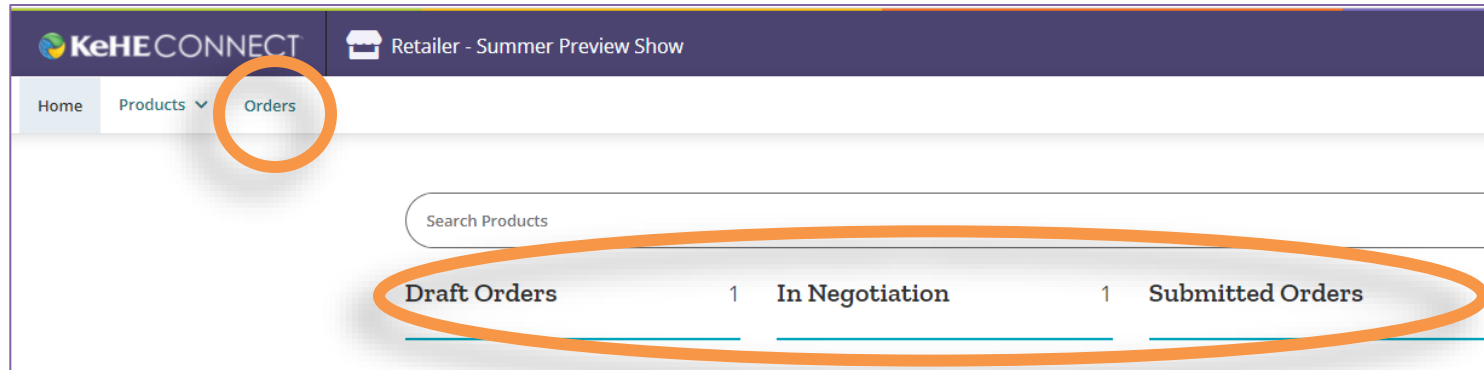
Tip: Want to see products outside your DC?

On the product search page, just above the product table there is a button with your DC selected. Click the button and select "All Distribution Centers".

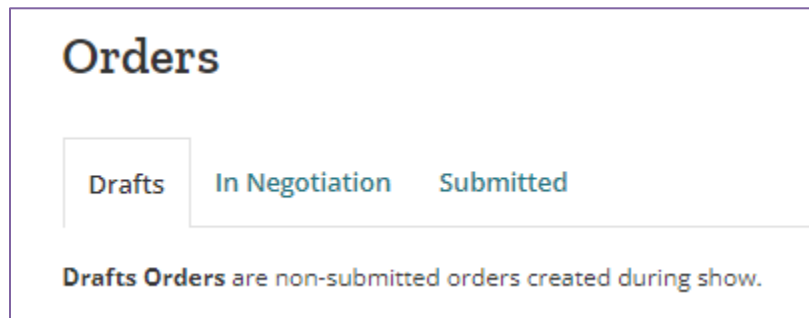


CHECK ORDER STATUS

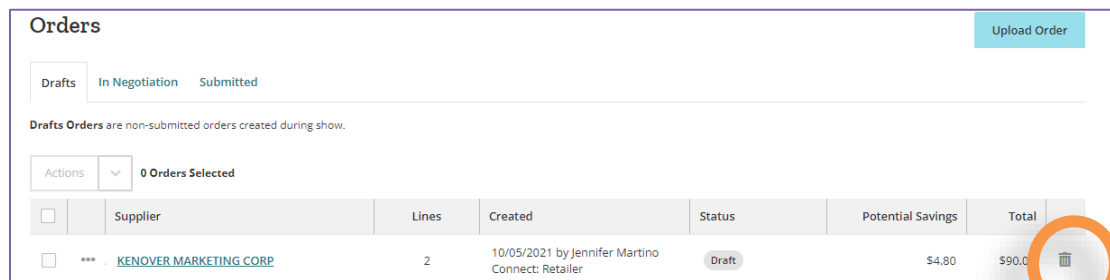
1. Click on the Orders tab or the Orders links.



2. Select Drafts, In Negotiation or Submitted orders.



3. Click the trash can icon to delete a draft order.



Order status	Description
Draft	Non-submitted orders
In Negotiation Proposed	Orders that have been proposed and are waiting for the Supplier to respond
In Negotiation Countered	Orders that have been proposed and contain a counter-offer from the Supplier
In Negotiation Accepted	Orders that have been accepted by the Supplier. Orders are not finalized until they are in Submitted status.
Submitted	Submitted and approved negotiated orders with the Supplier

Summary Table:

EXTRA PERFORMANCE	\$100.00	POTENTIAL NEGOTIATED SAVINGS	\$27.50
Advertisement	\$100.00	FREE GOODS	\$0.00
Placement	\$0.00		
Demo	\$0.00	TOTAL	\$96.81

Copy to Book(s) Dialog:

You have selected the **book of Oct 2021** to copy to another book. If any of the products already exist in the book, they will be overwritten.

Select all the Book(s) to copy to:

- Oct 2021
- Nov 2021
- Dec 2021

Buttons: Cancel, Copy

Timesaver! The Copy Book link lets you copy the details from one book to others

KEY TERMS

Term	Definition
MCB (Manufacturer Charge Back)	Promotional allowances provided by supplier to distributor or retailer that are charged back based on shipments to retailer or purchases by retailer. Promotional allowances are passed to retailer on invoices from distributor.
EP (Extra Performance)	Incentives requested from the supplier in the form of advertising, placement and/or demo support. To request EP, open a draft order, select an item and use the left window to enter your EP.
Ad	Supplier pays to have their product displayed in retailer advertisement either in print or online.
Demo	Activity that happens in store in which a product is being offered as a sample to consumers in store to drive trial and purchase of your product.
Placements	Product (1st case) offered at discount, typically 100% or 50%, to encourage/incentivize retailers to place supplier's product on shelf. – Intent is to offset costs retailer may incur by removing product from shelf. – Facilitated by KeHE through National Placement or Customer Care.

FREQUENTLY ASKED QUESTIONS

Question	Answer
How do I exit the Show and place an everyday order?	At the top right corner, click the Exit Show button to go back to CONNECT Retailer everyday ordering.
How do I view my orders?	There are 2 ways - 1. Click on the Shopping Cart dropdown in the top right of the page. A drop down will show all your current draft orders. 2. Click on "Orders" in the top navigation.
Can I view products outside my DC?	Yes, you can! On the product search page, just above the product table there is a button with your DC selected. Click the button and select "All Distribution Centers".
What does the message, "This product is not in your DC mean?"	Currently this product is not available in your Distribution Center (DC). This product may not ship but will drive demand. If there is enough demand for this product, the higher the chances of getting it into the DC making it available for you to order.

GETTING HELP



CONTACT:
Showsupport@kehe.com