



## **TrackStreet Scripts and Scenarios**

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### **1. Conversation Starters:**

- I was wondering if you currently have a MAP policy in place?
- I was wondering how you currently enforce your MAP policy?
- Are you finding that your brands are showing up on unauthorized seller websites?
- How are you managing your MAP policy? Do you have someone in house that tries to find the violators manually?
- I was looking up your brand on Amazon and noticed there are many resellers. Is this something your company is concerned about?
- Do you ever see your brand on unauthorized resellers sites? Like LuckyVitamins, Walmart, Amazon?
- How do you protect your brands online?
- How does brand value determine the price a customer pays for your product?

### **2. Finding the right person:**

- Do you have someone who is in charge of your eCommerce?
- Do you have someone who is in charge of your MAP policy?
- I'm representing a company that manages brand protection. Is that in your wheelhouse?
- Do you have someone that handles your reseller channel?

### **3. Features and benefits of Trackstreet's platform:**

- I'm from a software company that helps to enforce your MAP policy. Our software scours/crawls/does a deep crawl through the internet 1-3 times a day to find anyone selling your brand and if they are following your policy. It captures a screenshot in real-time and sends a message to the seller letting them know they've violated your policy. The email will appear to come from your company, for example it can be from legal@company.com or mapenforcement@company.com. They now know that you are watching them and will hopefully then comply with your MAP policy. The software continues to watch the seller and will send a second and third notice depending on your policy. If they continue to ignore the warnings, they will end up on a short list that we can send you. This also shows that they still have your inventory but aren't cooperating with



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your policy. You can then cut them off as a distributor or any other action your company decides on.

- We've had success with X company and TrackStreet works with many companies in your industry. This is great because we already have a history of sellers who typically offend. Chances are if they are selling another brand against MAP policy, they may also be selling yours.
- The software scans by UPC, title, or image to find your product. It actually bypasses Google Shop because it goes straight to the source.
- Our software protects the dealers who are complying with your policy. Potential sellers of your product will also appreciate the commitment to your brand and authorized sellers.
- Another great benefit of the information you'll receive from the reports is a list of unknown sellers. This will show where your customers may be spending their time online and help make future business about how to expand your market.

### **Competitive Differences:**

- Use Advanced artificial intelligence (including tracking product images) to provide daily updated data of where products are appearing, including all marketplaces (Amazon, eBay, Jet, Newegg, Rakuten, Walmart etc) as well as individual vendor websites--bypass Google shopping because we go straight to the sites for the most correct information.
- Upload each brand's customized letter templates and online policy rules in order to auto-notify violating sellers directly, and can notify many previously unknown 3rd party sellers due to our vast dashboard data and AI intelligence.
- Auto create daily or weekly "Do Not Sell" list that shows the brand who to pay the most attention to, removing the need to play "whack-a-mole" and/or spending time chasing sellers that will go away as quickly as they appear (no inventory and/or just need to be warned and made aware of the policy.) Our system can also auto-share this DNS list with key distributors or dealers to keep them aware of who to avoid.
- Provide multi-layers of customization to protect and manage your channel relationships, notify different parties, or send different templates accordingly, adjust for in-cart pricing and/or promotions.
- Essentially we provide very rich, valuable data with the ability to be accessed at any time via export or logging in, and will feed you only when and where relevant, without you having to take manual action at every junction.
- In summary, the key to our effectiveness is automated enforcement, and the creation of a Do Not Sell list for all the brands we work with. We eliminate hours of ineffective manual followup and provide better clarity, consistency and information for the brands we work with.
- Allows your company to be careful and deliberate with how you approach your reselling partners who have violated your policy. TrackStreet easily allows the ability to customize



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your escalating violation notifications so that accounts needing special attention may be handled differently.

- Reports and enforces, taking action on information.
- Shows most violated SKU
- Shows most reviewed product, product with most positive/negative reviews
- Searches by image, name, UPC code
- Finds incorrect content such as brand messaging, description, and photos online
- Ability to turn off enforcement if product is in a promotional period
- Shows violators that are merchants on marketplaces like Amazon, eBay, Walmart as well as on retail websites.
- Shows Alexa ranking of websites
- 1-3 automated notices can be sent before seller appears on your DNS list
  - System reflects your policy
  - Option to get off DNS or warning list if they begin complying with your policy
- Power in platform
- Data can be easily exported to email, PDF, excel report
- Notification emails are usually enough to show the seller you are watching them so they will comply. If not, they receive escalating warnings letting them know their last day to comply.
  - Brand can choose to cut off inventory, send cease-and-desist letter, or the action they choose best for that reselling partner
  - We understand the need to move inventory, but this shows you have control of your brand
- Automated notification emails are auto populated with information such as your brand logo, email, phone number, etc.
- Has an Amazon analytical function that shows who your non-violators and bestselling partners are
  - Violators can try to get around MAP by assigning multiple ASINs to a UPC
- In summary, the key to our effectiveness is automated enforcement, and the creation of a Do Not Sell list for all the brands we work with. We eliminate hours of ineffective manual followup and provide better clarity, consistency and information for the brands we work with.

### Next Steps:



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- I'd be happy to set up a screen share/demo with a brand protection expert from our team. They can walk you through the software and show examples of the reports a modules.
- When is a good time to follow-up with you?
- Would you like to schedule a demo or call?