

## SALES REQUEST FORM

<b>Sales Manager:</b>	
<b>Date:</b>	

### SALES PRESENTATIONS

**Please complete information for all sales presentation requests:**

<b>Account Name:</b>				
<b>Date of Presentation:</b> (list target timing if not confirmed)				
<b>Reason for Presentation:</b>	Line Review	Quarterly Planning/QBR	Spot Opportunity	New Customer Visit
	Other _____			
<b>Due date for below noted deliverables:</b>				

### IN-LINE PLANOGRAM ASSORTMENT RECOMMENDATION

**Requirements to begin:**

**Please attach PNY & competitive store assortment & pricing (if not covered in the Product Management store shop rotation)**

Category:	Estimated number of pegs available:	Expected Retail Margin %	Program Requirements	Status of space + pegs / - pegs

### SECONDARY PLACEMENT ASSORTMENT RECOMMENDATION

<b>Required categories or products:</b>					
<b>In-Store Location:</b>					
<b>Type of Placement:</b>	Permanent	Promotional			
<b>Estimated number of pegs available per category/product:</b>					
<b>Target Timing of Placement</b>		Start:		End:	

SPECIAL PRODUCT OFFERING	
<b>Type:</b>	
Soft Bundle: (list types of products)	
Hard Bundle: (list types of products)	
Target Consumer Discount: (please enter discount required)	
<b>Target Customer:</b>	
<b>Seasonality/Positioning:</b>	D & G      Holiday      BTS      Summer      Other _____
<b>Required Customer Margin %</b>	

MERCHANDISING IMAGE (JPEG)				
<i>Please consider if an existing image can be used for first presentation. Image can be modified to reflect assortment if buyer is interested.</i>				
Type:	Dimensions (H x W x L)	# Sides	# Pegs	# Shelves
Header/Signage Only			N/A	N/A
Free Standing Display				
EndCap w/ Header		N/A		
In-Line Planogram w/ Header		N/A		
<b>Messaging/Images</b>				
Specific elements to be used per buyer. _____				
Images				
Copy/Messaging				
Offer to be communicated (i.e., 20% off)				
Categories and/or SKUs per buyer				

Customer Styleguide must be attached with request for display image  
 If merchandising has already been created please provide details below (IE Refer to Best Buy Semi Perm Display)

## NEW PRODUCT SAMPLES

- Procedure for Products SKUs already produced
  - Live sample products already produced should be accommodated and shipped by Sales.
  - Non-working product samples. Please provide completed accommodation form to PM(s).
- Request for products not yet produced
  - PM(s) will deliver the samples to Sales. Shipping to be handled by Sales.
  - Please complete section below.

	Description	Sku Type:		Functionality:		Packaging		Qty Desired
Product #1		New	Existing/New Color/New Capacity	Working	Non-Working	Packaged	Non-Packaged	
Product #2		New	Existing/New Color/New Capacity	Working	Non-Working	Packaged	Non-Packaged	
Product #3		New	Existing/New Color/New Capacity	Working	Non-Working	Packaged	Non-Packaged	
Product #4		New	Existing/New Color/New Capacity	Working	Non-Working	Packaged	Non-Packaged	
Product #5		New	Existing/New Color/New Capacity	Working	Non-Working	Packaged	Non-Packaged	

## NEW PRODUCT IMAGE (JPEG)

Images for all current skus should be accessed from Onevoice site <https://pny.sharepoint.com/sites/intranetdev/onevoice/SitePages/NewHome.aspx>

Product:	Sku Type:	
	New	Existing/New Color/New capacity
	New	Existing/New Color/New capacity
	New	Existing/New Color/New capacity
	New	Existing/New Color/New capacity
	New	Existing/New Color/New capacity

## COLLATERAL

PRODUCT SELL SHEET		CATEGORY LINE CARD	COMPARISON CHART/COMPETITION	CUSTOMIZED COLLATERAL
Product/Line/Category:				
For custom collateral please provide below information:				
Purpose:				
Images required:				
Copy Required:				

**CONFIRMED MERCHANDISING DISPLAY – PROTOTYPE SAMPLE**

Type:	Dimensions (H × W × L)	# Sides	# Pegs	# Shelves
Header/Signage Only			N/A	N/A
Free Standing Display				
EndCap w/ Header		N/A		
In-Line Planogram w/ Header		N/A		

  

Messaging	
Images	
Copy/Messaging	
Offer to be communicated (i.e., 20% off)	

Planogram to be displayed:		Check box if assortment is attached			
SKU	# Sides	# Pegs	Product per peg	# Shelves	# Product per shelf
In-store placement Date:					
Due Date for Artwork:					

Planogram for display and customer Styleguide must be attached with request for all confirmed merchandising

## ESTIMATED LEAD TIMES

**FULL CUSTOM PRESENTATION** (assortment recommendation, images, promo recommendation): **2 weeks**

### DISPLAYS

**JPEG Image:** 7 days depending on timing of buyer approval of assortment

**Prototype sample:** 2-7 weeks depending on supplier and display requirements

*We recommend using existing display in inventory for initial concept/prototype wherever possible*

### SIGNAGE

**JPEG Image:** 7 days depending on timing of buyer approval of assortment

**Prototype sample:** 2-7 weeks depending on supplier and display requirements

### PRODUCT SAMPLE

**Non-working product, packaged mockups:** 1 week

**Non-working product samples, unpackaged:** 1 week

**Working product samples for product not launched:** 1 week depending on vendor timing

### PRODUCT IMAGES (JPEG)

**Minor Image requests only (e.g. new capacity; new color):** 3 days request

**If photo-shoot required,** 2-3 lead time (may be longer pending photographer schedule). **For 3D rendering,** 3 weeks minimum.

### COLLATERAL

**If no collateral exists:** 1 week

**Moderate modifications to existing data sheet:** 2 days.

## ADDITIONAL INFORMATION