



Turns Depletion Data into Management Solutions.

About TradePulse

TradePulse is the leading supply chain, inventory, and sales analysis platform for the wine and spirits industry.

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Heck Estates

“The management team is impressed with the simplicity and ease of use of TradePulse. We always know where to go to look for consistent information. The level of accuracy is good and the information is easy to view.”

—Mark Kemmerer, Sales Operations Manager, Heck Estates.

Business Challenge

Heck Estates is the sales and marketing arm of F. Korbelt & Brothers, the owners of the prestigious Korbelt Brandy and Kenwood Vineyards brands. They were seeking a standardized, reliable depletion reporting system to manage their brands, products and distributor network.

TradePulse Solution

Heck Estates selected the leading-edge TradePulse system as the platform for distributor management, inventory control, and sales analysis. The rich set of supply chain information delivered by TradePulse provided the Heck Estates executive team and sales force the ability to slice data by account, brand, product, and sales rep. This powerful solution provided the sales team with the critical, timely information necessary to more effectively manage their business and increase sales.

Business Benefits

By implementing and leveraging the TradePulse system, the Heck Estates sales organization has realized the following benefits:

- The information from TradePulse helped build credibility for the sales team in the eyes of Heck Estates executives. They were able to pinpoint sales challenges and drive new initiatives to increase revenues.
- Sales reps’ developed much better relationships with distributors as a result of using TradePulse data. The reps were able to go into distributor meetings, leveraging the information provided by TradePulse. Heck Estates distributors appreciated the Heck Estates reps use of Business Intelligence from TradePulse to collaborate with them and build long term partnerships.
- The information provided by TradePulse enabled management to establish a consistent set of priorities across the entire sales force and focus the sales team on key corporate performance metrics.
- Productivity increased at a rate roughly equivalent to adding a full time administrative reporting manager.

