The Line Review Deck Architecture

The ten building blocks of a winning big-box line review presentation, from an operator who personally led 90+ reviews across Home Depot, Lowe's, Walmart, and Grainger.

Wireframe your content against the retailer's own template AND as a story, then pressure-test both against one question: what is the buyer actually graded on? Build the deck from these blocks, in roughly this order.

01 **The category story first**
Growth rates, where the category is heading, the shift you can help the retailer get ahead of. Sell the category before you sell yourself.

02 **Who you are, briefly**
Leadership, values, and the signals you are big box ready. Earn the right to be heard, then get out of the way.

03 **The retailer's objectives as the spine**
Grow share. Improve category financial performance. Become the destination. Every following section answers one of these explicitly.

04 **Shopper insights they do not have**
Teach the buyer something real about their own customer, in-store and online. This is where captain-level credibility gets built.

05 **Product, assortment, and the price walk**
Recommended assortment, trade-up architecture, and financials, backed by sales history rather than hope.

06 **Proof you can supply it**
Manufacturing, capacity, lead times, service. The supply chain people in the room are scoring this section.

07 **An innovation roadmap with real investment behind it**
Numbers, not adjectives.

08 **A marketing plan that drives traffic to the retailer**
Media calendar, digital, content, and tools built to grow their number. Partnership, not competition.

09 **Field and sales support commitment**
Who will be in stores, and how the retailer's people get trained and supported.

10 **The quantified ask**
By partnering with us, here is the share and sales growth we believe you capture. Close on their outcome, not your request.

THE SHARP PENCIL RULE

Have a level of comfort in every number you put out: **if this was the only chance you got, you did not leave too much on the table.** Buyers negotiate after the review regardless. Your submitted numbers are the ceiling of your economics, not the floor of theirs.