



RETAIL | CONSUMER GOODS

Resale Retail Battlecard

Target Audience: Retailers (Fashion, Grocery, Electronics), Restaurants and Digital Marketplaces | Key Buyer Personas: Head of Data · Marketing Director · Supply Chain Director · CIO

The 30-Second Elevator Pitch

Retailers under pressure from stagnant growth and supply chain disruptions need a faster path to insight — not more infrastructure to maintain. Snowflake AI Data Cloud for Retail solves this by unifying all your data—from Point-of-Sale (POS) and inventory to marketing—into one secure, managed platform. Unlike legacy systems that crash during peak seasons like Black Friday, Snowflake scales in near real time so you never miss a sale. It helps you grow revenue through hyper-personalized customer experiences and lower costs by optimizing inventory. It is fully managed, meaning your lean IT teams stop fixing infrastructure and start delivering business value.

Top 3 Use Cases

Three key use cases where Snowflake delivers immediate value for retailers:

- **Consumer 360 & Personalization (Grow Revenue)** — Unify customer data from website, mobile app and physical store POS into a single “Golden Record”; run personalized marketing campaigns that increase customer lifetime value
- **Agile Supply Chain & Inventory Management (Lower Costs)** — Analyze sales trends and share live data with suppliers to automate replenishment; reduce warehousing costs and prevent out-of-stock scenarios during high demand
- **Retail Data Sharing (Monetization & Collaboration)** — Give suppliers a secure, live view of how their products are selling; improve supplier relationships and create new revenue streams via Retail Media

Customer Proof Points

Sainsbury's: A major retailer trusting the Snowflake AI Data Cloud.

Petco (360 View): Improved their “Customer 360” view for tailored promotions and achieved 50% faster data processing.

HelloFresh (Cost Savings): Unified fragmented data sources to optimize marketing spend, resulting in 30% cost savings.

Johnnie-O (AI Innovation): Used Snowflake Cortex AI to geocode addresses, achieving 10x more accuracy to better segment customers.

Key Differentiators (Why We Win)

Feature	Why it Matters to the Retailer
Fully Managed and “Easy”	It just works. Snowflake handles the maintenance, updates, and tuning. This is critical for retailers with “lean” IT teams who don't have time to manage complex servers.
Connected Ecosystem	Data without friction. Retailers can access live data from 125+ partners (like weather, demographic, or supply chain data) instantly without moving files. It creates a “network effect” with suppliers.
Cortex AI (Accessible AI)	AI for business users. Snowflake allows non-technical teams to use AI models (like Meta or Mistral) to automate tasks—such as fixing customer address data—directly within the platform.

The “Hook”: 3 Questions to Ask

Use these non-technical questions to uncover challenges.

The “Silo” Question: “Do you have a single view of your customer across online and in-store channels, or is that data stuck in different systems that don't talk to each other?”

The “Peak Season” Question: “During peak trading events like Black Friday, does your reporting system slow down or crash due to the volume of data?”

The “Supply Chain” Question: “Can you easily share live inventory data with your suppliers to prevent out-of-stock events, or are you still emailing spreadsheets?”

Objection Handling

Objection: “Snowflake sounds expensive. We can just use cheap cloud storage.” **Response:** “Cheap storage often leads to expensive compute costs later. Snowflake separates storage and compute, meaning you only pay for what you use. HelloFresh actually achieved 30% cost savings by moving to Snowflake because it was so much more efficient.”

Objection: “We can't share our customer data; it's a security risk (GDPR/PII).” **Response:** “That is exactly why you need Snowflake. We don't move or copy the data to share it. We use Secure Data Sharing that grants read-only access without the data ever leaving your secure environment. It is trusted by highly regulated banks and healthcare firms.”

Objection: “We don't have a big data science team to run AI.” **Response:** “Snowflake is designed for lean teams. With Cortex AI, the AI models are built-in. Johnnie-O (a fashion brand) used it to clean up shipping addresses and achieved 10x better accuracy without a massive engineering effort.”



Seller Do's and Don'ts

Do's

- Remind them that Snowflake auto-scales during spikes (like Christmas/Black Friday) so they don't pay for idle capacity year-round.
- Explain how easy it is to share live sales data with their suppliers (brands) to ensure shelves stay stocked
- Frame the conversation around Growing Revenue (Personalization) and Lowering Costs (Supply Chain).

Don'ts

- Do not position Snowflake as just a place to keep data. It is an active platform for analyzing and sharing data.
- Avoid deep dives into “clusters” or “micro-partitions.” Stick to “Unified Platform,” “Managed Service,” and “Ease of Use.”
- Don't forget to mention they can buy third-party data (like weather or demographics) from the Snowflake Marketplace to improve their forecasting.

Cold Email Template

Subject: Is your data ready for the next peak season? / [Prospect Name]

Hi [Prospect Name], Retailers we work with are increasingly under pressure to protect margins while trying to deliver the hyper-personalized experiences customers expect. Most leaders I speak with admit their data is stuck in silos—marketing doesn't talk to supply chain, and Point-of-Sale (POS) data is hard to access. This leads to missed sales opportunities and high IT maintenance costs.

Snowflake AI Data Cloud for Retail solves this by unifying your data into a single, secure platform. It is fully managed, meaning your team stops fixing broken pipelines and starts delivering value.

We have helped industry leaders achieve real results:

- Petco achieved 50% faster data processing to power their “Customer 360” view.
- HelloFresh unified fragmented data to optimize marketing spend, seeing 30% cost savings.
- Sainsbury's and Instacart trust Snowflake to scale in near real time during peak seasons.

Do you have 10 minutes next Tuesday to discuss how we can help you reduce your IT maintenance burden?

Best regards, [Your Name]



Phone Script (Cold Call)

Introduction: "Hi [Name], this is [Your Name] from [Your Company]. I'm calling because we're working with retailers like Petco and Sainsbury's to help them lower data costs and improve inventory visibility. Do you have a brief moment?"

The "Hook" (Choose one based on persona):

- **IT/Data Leaders:** "We find that many retail data teams spend all their time maintaining infrastructure rather than building insights. Is your team struggling to keep up with reporting demands, especially during peak seasons like Black Friday?"
- **Marketing/Business:** "Do you have a single, real-time view of your customer across online and in-store channels, or is that data stuck in different silos?"

The Value Proposition: "Snowflake solves this by acting as a single, fully managed platform. It allows you to unify all your data—from POS to inventory—without the maintenance headaches of legacy systems. This helps you grow revenue through personalization and lower costs by optimizing your supply chain."

The Proof: "For example, HelloFresh used Snowflake to unify their data and achieved a 30% cost savings while optimizing their marketing spend."

The Ask: "I'd love to send you a short case study on how Petco modernized their data stack. Would you be open to receiving that?"

