

1-2-3 SALES

FOODSERVICE SALES ACCELERATION PROGRAM

As we enter a period of economic uncertainty after the longest bull market in U.S. history, many manufacturers are facing challenges with penetrating and closing opportunities for new national/regional accounts and prospects, especially outside of existing segments. One of the major roadblocks can be finding the right decision makers and departments (e.g., purchasing, R&D, culinary, operations, marketing). In order to assist foodservice manufacturers in addressing this challenge, Foodservice IP (FSIP) has developed a new three-step sales acceleration program to help drive trial and/or validate new products by identifying and cultivating the best potential leads.

FSIP'S 1-2-3 PROCESS

- 1 Candidate Identification:** FSIP guarantees at least three highly qualified prospects and will vet as many as 15 at the national/regional account level.
- 2 Questionnaire Development:** FSIP creates candidate surveys with key business questions that influence purchasing to inform the process.
- 3 Executive Interviews/Meetings:** FSIP maintains strong relationships in the restaurant industry, across a variety of job functions and segments. To qualify the new leads, senior FSIP staff will execute confidential interviews with key personnel in functional areas, including marketing, product development, operations, procurement, innovation and strategy.

PROGRAM OBJECTIVES

- Deliver multiple national/regional accounts contacts per candidate.
- Identify decision makers and influencers for each targeted account.
- Highlight entry barriers and critical success factors for each candidate.
- Assess direct and indirect competitors and explore ways to emphasize strengths and downplay perceived limitations.
- Provide expert FSIP recommendations for candidate engagement.
- Regroup in 30-days to evaluate the program's success and determine if expanded quarterly check-points are necessary for continued growth.

NEXT STEPS

To participate in the program, please complete the acceptance form on the following page. If you have questions or would like to review the full proposal with our detailed methodology, contact your FSIP representative:

JOYCE BAIRD
Sales Director
312.955.0437
jbaird@foodserviceIP.com

TIM POWELL
Managing Principal
312.602.9899
tpowell@foodserviceIP.com

ABBY DEAN
Director of Marketing Insights
773.615.8021
adean@foodserviceIP.com

FSIP DELIVERS

Expert analysis and implications that answer your most pressing questions for future business planning.

A custom profile for at least three candidates with contacts, needs, budget cycles, challenges and barriers to entry.

Products to emphasize during a changing economic cycle.

Efficiencies for salespeople to be out selling and closing business with this intelligence.

Identification of primary competition and incumbents and ways to emphasize strengths and reduce limitations.

True strategic guidance to boost your foodservice sales.

PROGRAM ACCEPTANCE

1-2-3 Sales: Foodservice Sales Acceleration Program

YES, I'd like to participate in the program at the following commitment level:

10 for \$30,000

15 for \$45,000

ACCEPTANCE

Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

Once approved, please sign, scan and email to the attention of one of the following FSIP representatives:

JOYCE BAIRD

jbaird@foodserviceIP.com

TIM POWELL

tpowell@foodserviceIP.com

ABBY DEAN

adean@foodserviceIP.com

Thank you for your business!