

# 1-2-3 SALES

## FOODSERVICE SALES ACCELERATION PROGRAM

As we enter a period of economic uncertainty, many manufacturers are facing challenges with penetrating and closing opportunities with accounts and prospects. One of the major roadblocks is finding the right decision makers and departments (e.g., purchasing, R&D, culinary, operations, marketing) and identifying foodservice target "pain" points.

Foodservice IP (FSIP) offers a 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 highly qualified prospects 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:

**TIM POWELL**  
Managing Principal  
312.600.5131  
tpowell@foodserviceIP.com

**JOYCE BAIRD**  
Director of Sales  
312.305.0532  
jbaird@foodserviceIP.com

## FSIP DELIVERS

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

**A custom profile of 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 leads for \$17,500

15 leads for \$24,000

## 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:

TIM POWELL  
tpowell@foodserviceIP.com

JOYCE BAIRD  
jbaird@foodserviceIP.com

Thank you for your business!