

Winning Sales Presentations

April 2022





Agenda

- Introductions
- Presenting to Grow your Business
- Presenting to Win the Business
- Q&A

Introduction- Adam Franks



2020 - Present

Director of Emerging Brands

Sr Category Manager: Snacks

Director of Sales:
Fresh

Regional Business Manager:
East Grocery + Kroger

Field Sales Lead:
Trade Planning Management

Sr Customer Development Manager:
Club, Dollar, Target, and Drug

Sr Customer Business Manager:
Sam's Club

Regional Account Sales Manager

District Sales Manager

Territory Sales Manager:
Grocery

Pre-Sales Representative
Convenience



2008 - 2018



Introduction- Gretchen Akers



2020 - Present

Emerging Brands Manager, Center of Store
Product Development Manager, Dairy & Frozen
Associate PDM, Coffee, Tea, Juice & Alcohol



2019-2020

Manager of Marketing



2016-2019

Assistant Marketing Manager
Marketing Coordinator

Presenting to Grow your Business



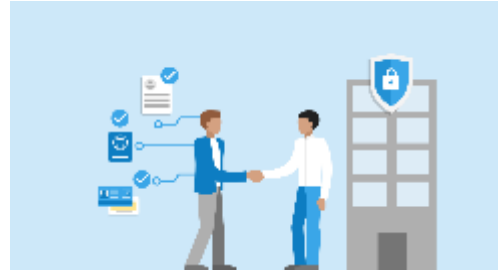
Remove Issues First

- “Anything we need to address before we start?”
- Hold them to it



Ask away!

- Use that first meeting to your advantage
- Write down quotes
- “How are you bonused/judged?”
- Internal Research



Know the Account

- Types of promos
- Strategic focuses
- System limitations
- Margin/Value expectation



Keep it Simple

- Where is your time best spent?
- Use an appendix



Control the meeting

- Deck vs handouts
- Direct follow up expectations
- Sampling

Presenting to Win the Business



Do Your Homework

- Visit stores and e-comm sites
- Read up on the company

Seeing is Believing

- Planogram
- Mock-Ups
- Displays

Know your Trade

- Don't overspend if you cannot afford it or fix it with mix
- "Break in case of emergency" plans

Tell a Story

- Own your origin story
- How do you communicate that with customers?

What is your Value

- White space
- Differentiated customers
- Better margins
- Supply Capacity

