

Grow your Food and Beverage company Workshop Descriptions

Understanding Consumers

This first workshop will focus on the final buyers of your product—consumers. Learn about food and beverage trends, how to understand consumers and find information about them. You'll also tackle how to define your target market and communicate with them.

Setting up for Success

A successful food and beverage business is more than just a product. The second session will introduce the concept of Balanced Scorecards and Strategy Maps as tools to manage your business. It will delve into critical issues such as food safety, in-house production capacity and considerations for co-packaging. You'll also learn how to price your products and how metrics are tied into the financials of the business.

Webinar - Selling Your Products: Where and How

This workshop will explore the many ways to distribute your product including direct, retail, food service, online and ingredient supplier. Your customers will have different expectations and we will explore them all. It will also explore working with a distributor and brokers compared to in-house marketing and sales. Once you figure out the channel and sales strategy, we will explore transportation and logistics, including exporting opportunities and implications, to maximize your opportunity.

Understanding Customers: Retailers & Wholesalers

This workshop will get into the nitty-gritty of supplying to retailers and wholesalers by taking you out onto the grocery store floor. Set in the retail space, it will look at the overall eco-system and explain the businesses' priorities, formats and departments. You do have choices, and this will help you choose the right options. Perhaps most importantly, you'll learn how to get your product listed with these large customers.

Building Relationship with Customers

Learn how to make a sales plan and build and maintain the right customer pipeline. The workshop will also offer expert advice on handling problems and issues that arise, including difficult category managers. You'll learn about national brands vs. control label products and how to increase your price.

Webinar - Achieving Greatness: What Makes Great Food Products

This module will look at taking your product to the next level. Through case studies, you'll learn why certain factors resonate with customers and consumers and learn how to apply those ideas and successes to your own products. Success is satisfying consumers and customers and we will share why these great products do both.

Implementing the Sales Process

This session will cover practical tools and tricks for successful meetings with category managers and customers. You'll learn how to craft an agenda and create the presentation deck, prepare samples of your products and nail your elevator pitch. You'll also learn what not to do in the meeting and how to follow up.

Presenting to your category manager-your turn!

This experiential learning event will involve a simulated interaction with category managers. You will get the chance to put your new skills to work in a "Meet the Buyer" event. You will receive constructive feedback to ensure you really deliver when it counts.