

Case Study

National Sales Expansion

OPPORTUNITY

A rapidly growing 'better for you' frozen food manufacturer is looking to expand distribution nationally into Grocery & Natural channels. They are seeking to hire a National sales manager who will cover:

- Development of sales materials
- All paperwork for retailers, brokers and distributors
- Travel and sales calls
- Market analytics
- Day-to-day broker(s) management
- Distributor promotional calendar development and management
- Trade show participation
- Innovation pipeline development



Challenge: comprehensive expertise, connections, efficiency, loyalty, cost

Current option: cost \$180K/year (ex. T&E), \$600K in revenue Year 1

OUR SOLUTION

We assemble a team of experts who work seamlessly and deliver maximum efficiency:



- Single point of contact responsible for management + communications
- Sales team – retailer, broker and distributor relationships
- Data analyst – analytics, retail story development, short- and long-term opportunity identification (including innovation)
- Support – admin, issue resolution, samples, logistics, budget management, retailer, broker and distributor relationships support

Each expert performs only tasks commensurate with their level of expertise and pay scale to prevent overspending on personnel. Sales person presents themselves externally as the client's employee

VGA solution proposal: cost \$144K/year (ex. T&E), \$1M in revenue Year 1

RESULTS

Savings of \$36K/year (20%), Incremental Revenue of \$400K (40%)

Maximum value, minimum learning curve, ensured continuity of knowledge



Want to experience sustainable growth? [Contact us today](#)