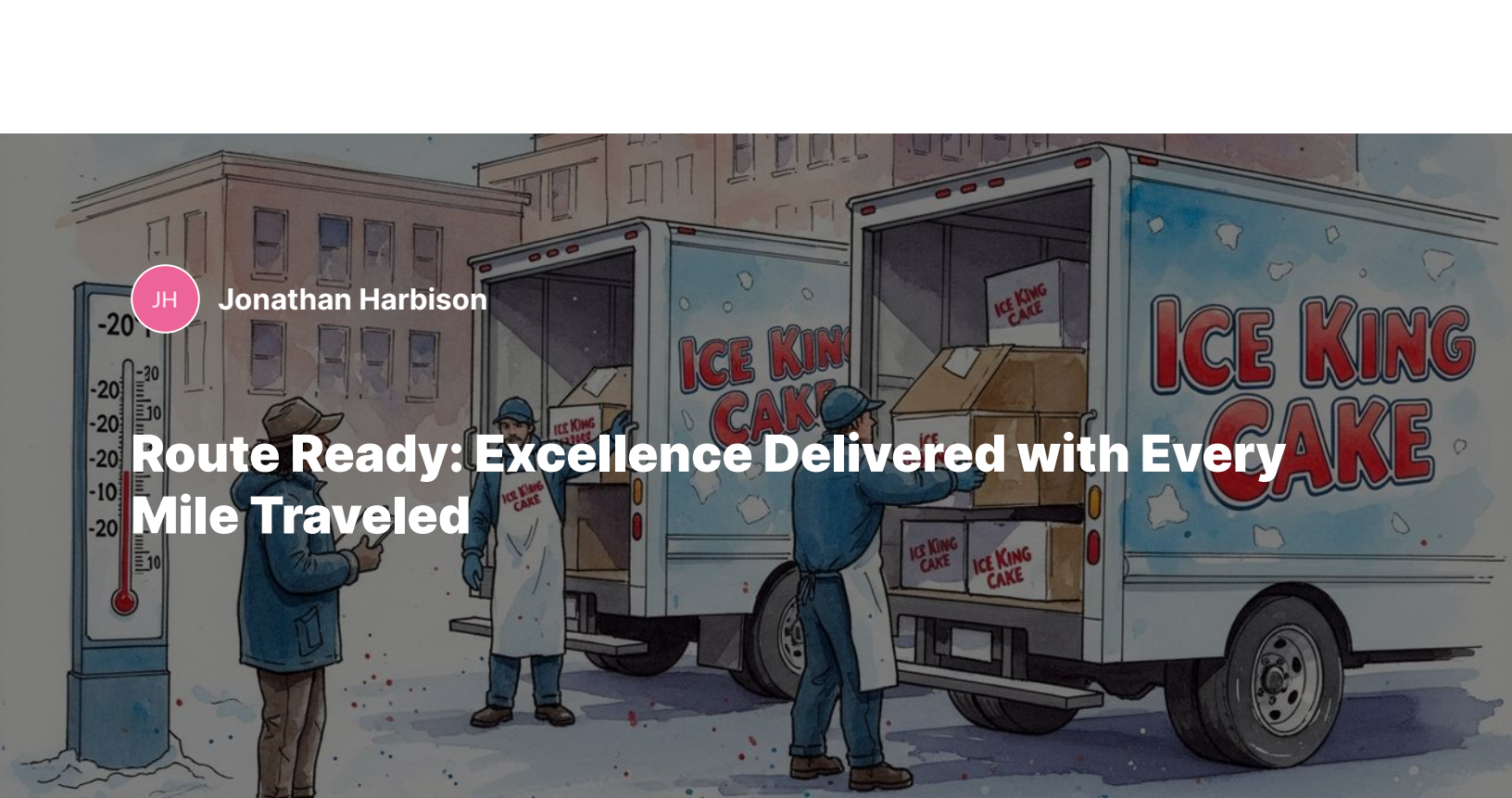


An illustration of two white delivery trucks with 'ICE KING CAKE' written in large red letters on their sides. The trucks are parked on a snowy street in front of a brick building. Two delivery workers wearing blue uniforms and aprons are loading boxes from the back of the trucks. A man in a blue coat and hat stands to the left, looking at a large thermometer that shows a temperature of -20 degrees. The scene is set in a winter environment with snow on the ground and buildings in the background.

JH

Jonathan Harbison

Route Ready: Excellence Delivered with Every Mile Traveled

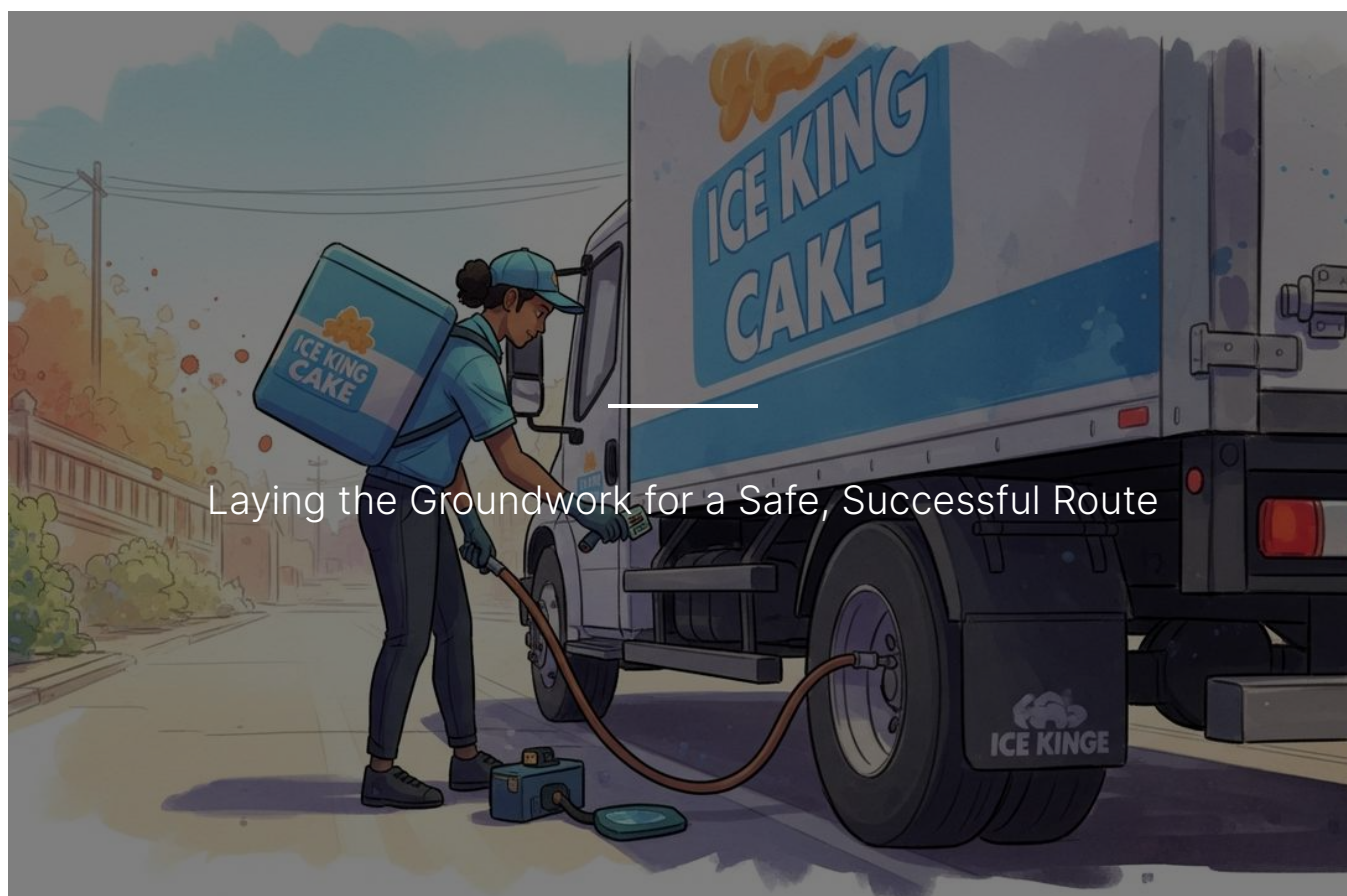
What does it take to deliver excellence on every mile? In this energetic, practical course, you'll step into the shoes of a top-performing Route Sales Representative for Ice King Cakes and master the skills that drive safety, sales, and strong store relationships. Through interactive scenarios and gamified challenges, you'll learn how to start your day with confidence, communicate like a pro with store receivers, spot and act on upselling opportunities, and finish each route with compliance and pride. Get ready to boost your efficiency, safety, and customer impact—one delivery at a time!

- Starting Strong — Pre-Trip and Safety Checks
- First Impressions Count — Communicating with Receivers
- Sell It Like You Mean It — Upselling & Freezer Management
- Stay Safe, Stay Sharp — End-of-Day Excellence & Compliance

Starting Strong — Pre-Trip and Safety Checks

JH

Jonathan Harbison



Laying the Groundwork for a Safe, Successful Route

Smart Starts Drive the Best Outcomes

It's early morning, the sun's just peeking over the horizon, and your Ice King Cakes truck is ready to roll. Before you hit the road, a few smart moves can make all the difference between a smooth, successful day and a stressful one. Preparation, safety, and confidence are your best friends—think of this as your secret recipe for a great start. Let's get you set up for success, just like the pros do!



0:27

1x



Here are the key skills you'll master in this lesson. Each one is designed to help you start your day safely, efficiently, and with confidence.

1

Learn how to check your vehicle and equipment before leaving the yard.

2

Understand the best ways to load and secure your products to prevent injury and damage.

3

Recognize signs of fatigue and ensure you're fit to drive and deliver.

4

Verify that your freezer and tools are working properly to keep products fresh.

5

Make sure you're protected with the right personal protective equipment every time.

CONTINUE

Pre-Trip Essentials: Know Your Terms

Review these must-know terms every RSR should understand before starting their route.

Flip each card to see what it means in your daily work.

DOT Inspection

A required check to ensure your vehicle meets Department of Transportation safety standards before you drive.

Freezer Gasket

The rubber seal around your freezer door that keeps cold air in and warm air out—essential for product quality.

Fatigue Self-Assessment

A quick personal check to see if you're alert and rested enough to drive and work safely.

PPE (Personal Protective Equipment)

Gear like gloves, safety vests, and boots that protect you from injury on the job.

Checkpoint Breakdown: Your Pre-Trip Routine

Each checkpoint below is a vital step in making sure your day starts safe and smooth. Expand each one to see what to look for, why it matters, and a tip from the field.

Vehicle Walk-Around —

Check tires for proper inflation, look for leaks under the truck, and make sure all lights and mirrors are clean and working. Missing a small issue now can lead to big problems later.

Tip: Walk the same path every morning so you don't miss a step. Common pitfall: Rushing and skipping the back of the truck.

Safe Loading Practices —

Stack products securely and evenly, using straps or bars to prevent shifting during transit. Always lift with your legs, not your back, to avoid injury.

Tip: Double-check that nothing blocks emergency exits. Pitfall: Overloading one side, which can affect driving stability.

Readiness & Fatigue Check —

Take a moment to assess your alertness. Are you well-rested, hydrated, and focused? Fatigue can sneak up on anyone and is a leading cause of accidents.

Tip: If you're not 100%, let your supervisor know. Pitfall: Ignoring signs of tiredness just to get going.

Temperature & Equipment Check —

Verify that your freezer is at the correct temperature and that all equipment, like dollies and thermometers, is working. This keeps your products safe and your deliveries on track.

Tip: Keep a spare thermometer handy. Pitfall: Forgetting to check equipment until you're already on the road.

Safety Gear Compliance

Make sure you're wearing all required PPE, like gloves and safety vests, before you start loading or driving. This protects you from common workplace injuries.

Tip: Store your gear in the same spot every day. Pitfall: Skipping PPE because you're in a hurry.

A quick five-minute check now can prevent hours of trouble and frustration later!

CONTINUE

Check Your Understanding

Now it's your turn to put your knowledge to the test! The following scenarios will help you apply what you've learned and reinforce the best practices for a safe, successful start to your route. Ready to show what you know? Let's go!

You notice a small puddle under your truck during your walk-around. What should you do next?

☐

Ignore it and continue loading

- ☐ Report it to your supervisor before leaving
- ☐ Wipe it up and drive off
- ☐ Check only if it gets bigger next time

SUBMIT

While loading your truck, you notice boxes stacked unevenly. What's the best action?

- ☐ Leave them as they are
- ☐ Re-stack them evenly and secure with straps
- ☐ Add more boxes on top
- ☐ Drive slowly to avoid shifting

SUBMIT

You feel unusually tired before starting your route. What should you do?

- ☐ Push through and start driving
- ☐ Drink coffee and ignore it
- ☐ Tell your supervisor and assess your readiness
- ☐ Skip breakfast to save time

SUBMIT

Your freezer temperature is slightly above the recommended range. What's your next step?

- ☐ Ignore it and start your route
- ☐ Adjust the settings and monitor before leaving
- ☐ Wait until your first stop to check again

- ☐ Unload some product to lighten the load

SUBMIT

You realize you forgot your safety vest but are in a hurry. What should you do?

- ☐ Skip it just this once
- ☐ Borrow a vest from a coworker or get a spare
- ☐ Cover up with a jacket
- ☐ Start loading and grab it later

SUBMIT

Great job! You're one step closer to a safe and successful day on the road.

CONTINUE

Route Ready Recap: Key Takeaways

Expand each item below for a quick review of the essentials you've learned. Keep these tips in mind every morning!

Inspect, Report, Replace —

Always check your vehicle and equipment before leaving. Report any issues and replace faulty gear right away.

Tip: A thorough inspection now prevents breakdowns and delays later.

Protect Yourself and Your Product —

Use safe loading techniques and proper PPE to keep both you and your cakes in top shape.

Tip: Safety and quality go hand in hand—never cut corners.

Readiness is Mindset —

Start each day by checking your alertness and readiness. A focused mind leads to safer, smoother routes.

Tip: Listen to your body and speak up if you're not 100%.

Safety Gear: No Shortcuts —

Wearing the right gear is non-negotiable. It's your first line of defense against workplace injuries.

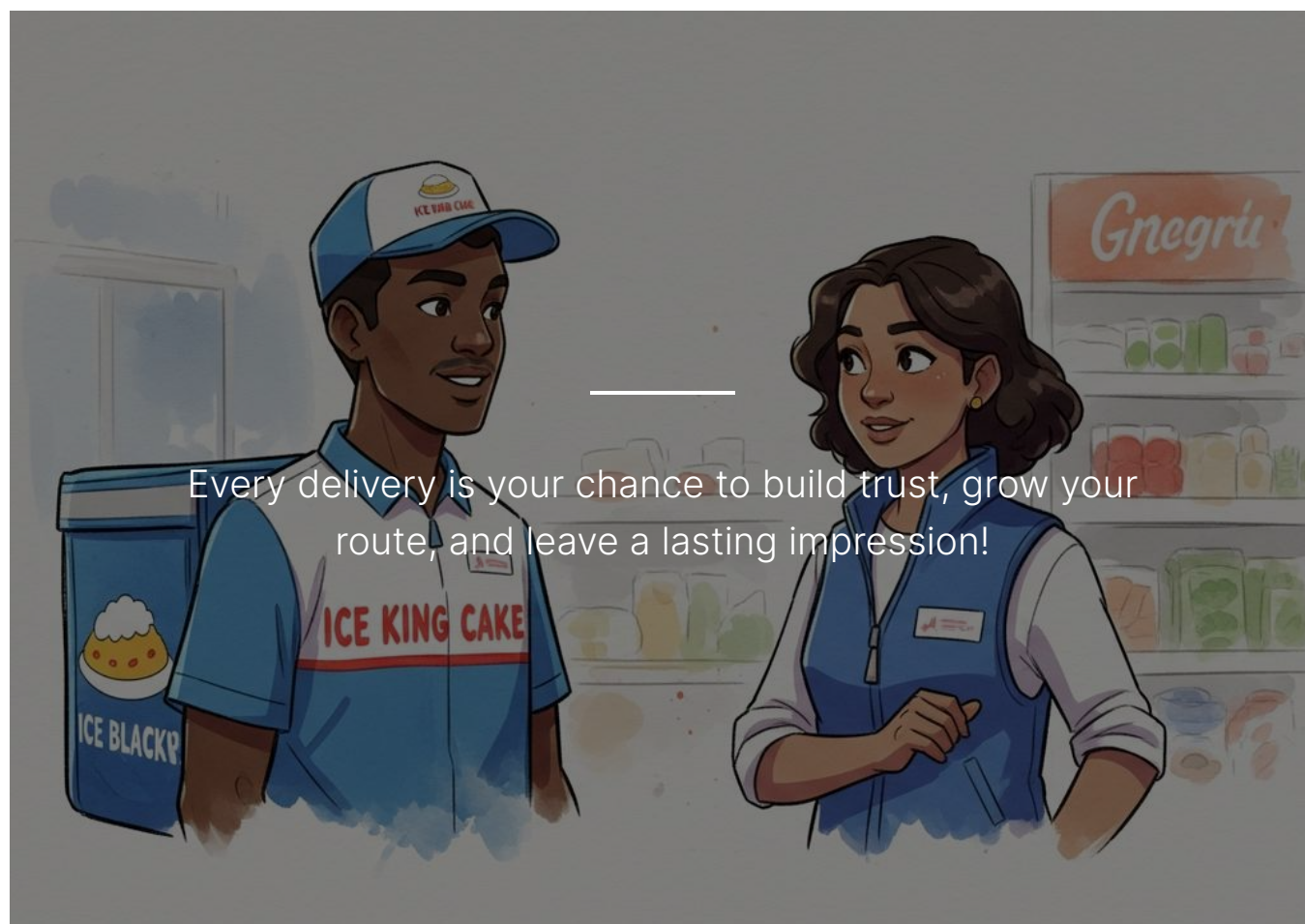
Tip: Make safety gear part of your daily routine, not an afterthought.

You're route ready! Next up: mastering first impressions
with store receivers.

First Impressions Count — Communicating with Receivers

JH

Jonathan Harbison



Every delivery is your chance to build trust, grow your route, and leave a lasting impression!

Why First Impressions Matter

When you walk into a store, your attitude and communication set the tone for the whole day. A professional, confident greeting can make deliveries smoother, open doors for new opportunities, and help you build strong partnerships with store staff. The way you handle

each interaction can turn a routine stop into a win for both you and the store. Let's see how you can make every first impression count!



Here are the skills you'll master in this module. Each one will help you communicate with confidence and professionalism, no matter what the day brings.

- 1 Start every delivery with a positive, respectful introduction to greet customers with professionalism.
- 2 Stay calm and confident when things don't go as planned to handle delivery challenges effectively.
- 3 Use persuasive communication to grow your route and secure freezer space by upselling and requesting freezers.
- 4 Address concerns with empathy and find solutions that work for everyone to resolve complaints effectively.
- 5 Keep clear records of every important conversation and agreement to document outcomes accurately.

CONTINUE

Mastering Store Interactions: Key Scenarios

Each section below covers a real-world scenario you'll face with store receivers. Expand each one to learn what to do and why it matters.

Professional Greetings & Rapport —

Scenario: You arrive at a busy store and see a new receiver at the dock. A friendly, confident greeting—like introducing yourself and asking their name—sets a positive tone and builds trust from the start.

Why it matters: First impressions last. A professional approach makes future deliveries smoother and opens the door for better communication.

Tip: Smile, make eye contact, and use the receiver's name whenever possible.

Managing Delivery Delays —

Scenario: Traffic or a previous stop has made you late. When you arrive, the receiver looks frustrated. Calmly explain the reason for the delay, apologize, and offer a realistic update on unloading time.

Why it matters: Honest, proactive communication shows respect and helps reduce tension. It also demonstrates your reliability, even when things go wrong.

Tip: Always keep your supervisor in the loop about major delays.

Persuasive Upselling & Freezer Requests —

Scenario: You notice the store's freezer is nearly empty. Politely suggest additional products or ask if they need a restock, using sales data or promotions to support your pitch.

Why it matters: Upselling and securing freezer space can boost your sales and strengthen your partnership with the store.

Tip: Focus on how your products help the store meet customer demand.

Handling Complaints with Confidence —

Scenario: The receiver points out a damaged box or missing item. Listen carefully, acknowledge their concern, and explain how you'll resolve the issue or escalate it if needed.

Why it matters: Handling complaints well builds credibility and trust. It shows you care about the store's needs and are committed to solutions.

Tip: Stay calm and avoid taking complaints personally.

Documenting Communication Outcomes —

Scenario: After resolving a complaint or making a freezer request, you record the details in your delivery app or logbook. Accurate notes help you track agreements and follow up as needed.

Why it matters: Good documentation protects you and the company, and ensures everyone stays on the same page.

Tip: Record key details right away, while they're fresh in your mind.

Communication Toolbox: Key Terms

These are essential terms every RSR should know for effective store interactions. Flip each card to learn what they mean in practice.

Active Listening

Giving your full attention, making eye contact, and repeating key points to show you understand the receiver's needs.

Empathy Statement

A phrase that shows you understand and care about the receiver's feelings, like 'I see why that's frustrating.'

2 of 4

Upsell Pitch

A short, persuasive suggestion to encourage the store to buy more or try new products.

3 of 4

Documentation Protocol

The process of recording important details from your store interactions, such as complaints, requests, or agreements.

4 of 4

CONTINUE

Check Your Understanding

Now it's time to put your communication skills to the test! The following scenarios will challenge you to make the best choices in real-world situations with store receivers. Use what you've learned to answer each question and reinforce your skills.

You walk into a store and see a new receiver who looks busy. What's the best way to start the interaction?

- ☐ Wait silently until they notice you
- ☐ Greet them with a smile and introduce yourself
- ☐ Start unloading without saying anything

- ☐ Ask another employee for help instead

SUBMIT

You're running late due to traffic, and the receiver seems frustrated. What should you do?

- ☐ Ignore their frustration and unload quickly
- ☐ Blame other drivers for your delay
- ☐ Calmly explain the delay, apologize, and give an honest update
- ☐ Rush through the delivery to save time

SUBMIT

You notice the store's freezer is nearly empty. What's the best approach?

- ☐ Wait for the receiver to ask for more products

- ☐ Suggest a restock and highlight current promotions
- ☐ Ignore it and move on
- ☐ Complain about low sales

SUBMIT

A receiver complains about a damaged box. What's your best response?

- ☐ Tell them it's not your fault
- ☐ Listen, acknowledge the issue, and explain your next steps
- ☐ Ignore the complaint and keep unloading
- ☐ Argue that the box looks fine to you

SUBMIT

After resolving a complaint, what should you do next?

- ☐ Move on to the next store without recording anything
- ☐ Make a note of the outcome in your delivery log or app
- ☐ Rely on your memory for future reference
- ☐ Tell your supervisor only if asked

SUBMIT

Great work! Strong communication skills help you build trust, solve problems, and grow your route every day.

CONTINUE

Let's review the essentials from this lesson.

Keep these key takeaways in mind for every store visit:



Start with a greeting: A professional introduction sets a positive tone and builds rapport.



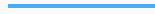
Handle challenges with empathy: Listen, acknowledge concerns, and work toward solutions together.



Upsell with respect and data: Use facts and promotions to support your recommendations.



Document every interaction: Accurate notes help you track agreements and protect your route.

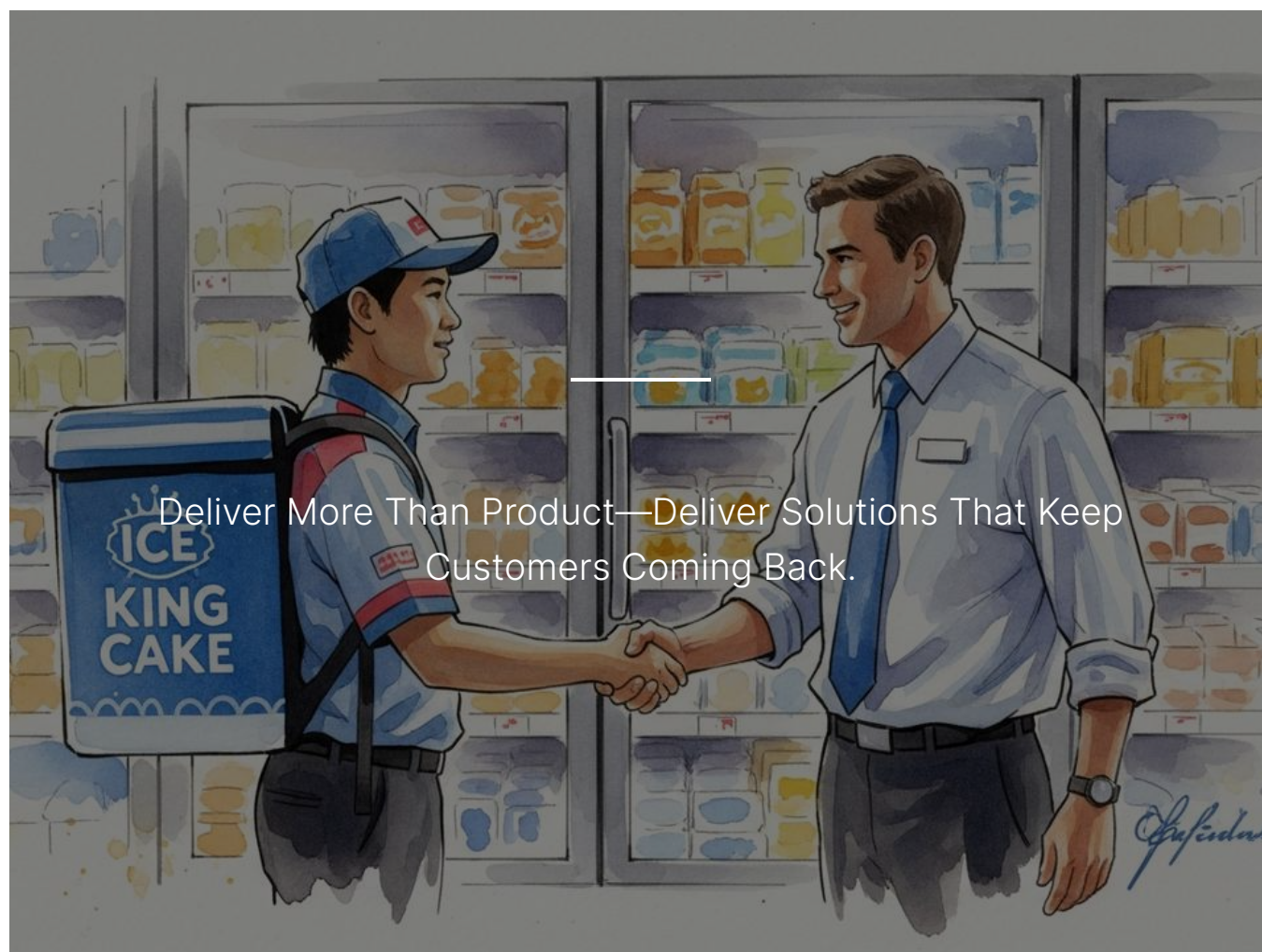


You're ready to make every store stop count! Next up: mastering upselling and freezer management for even bigger wins.

Sell It Like You Mean It — Upselling & Freezer Management

JH

Jonathan Harbison

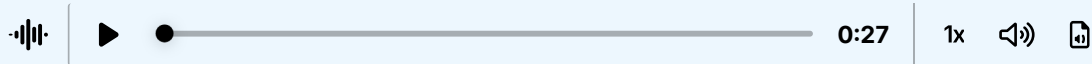


Deliver More Than Product—Deliver Solutions That Keep Customers Coming Back.

Unlocking Sales Potential on Every Stop

Every delivery isn't just about dropping off cakes—it's your chance to grow sales and build strong partnerships with every store you visit. By spotting opportunities, presenting your

products with confidence, and managing freezer space smartly, you can turn each stop into a win for both you and your customers. Let's dive into the strategies that help you sell more and stand out as a trusted partner on your route!



In this module, you'll master the skills that make every delivery a sales opportunity.

Here's what you'll be able to do by the end:

- 1 Identify the best moments to suggest additional products or restocks during your store visits.
- 2 Leverage sales numbers and trends to make your pitch more convincing and relevant.
- 3 Work with store staff to secure the best placement and space for your products.
- 4 Arrange products to catch customers' eyes and drive more sales.
- 5 Respond to concerns or pushback with practical answers that keep the sale moving forward.

CONTINUE

Sales & Merchandising Essentials

These must-know terms will help you maximize sales and make your products stand out in every store.

Upsell Trigger

A situation or cue—like low stock or a new promotion—that signals it's time to suggest more products.

1 of 4

Data-Driven Pitch

Using recent sales numbers or trends to show why a store should order more or try something new.

2 of 4

Planogram

A visual guide that shows the ideal placement of products in

the freezer to boost visibility and sales.

3 of 4

Objection Handling

Addressing a store’s concerns with clear, helpful solutions that keep the conversation positive.

4 of 4

Winning Strategies: Upselling & Freezer Management

Explore each tab to discover proven tactics for boosting sales and managing freezer space like a pro.

**SPOTTING UPSELL
OPPORTUNITIES**

**USING DATA TO
PERSUADE**

**NEGOTIATING
FREEZER SPACE**

**VISUAL
MERCHANDISING
TIPS**

Great RSRs know when to suggest more products—like when a freezer is running low or a holiday is coming up. Pay attention to stock levels, upcoming events, and customer favorites to time your pitch

perfectly.

Why it matters: Acting on these moments can increase sales and help stores avoid running out of popular items. Tip: Keep a mental checklist of upsell triggers for each store on your route.

**SPOTTING UPSELL
OPPORTUNITIES**

**USING DATA TO
PERSUADE**

**NEGOTIATING
FREEZER SPACE**

**VISUAL
MERCHANDISING
TIPS**

Numbers speak louder than words. When you show a receiver last month's sales or highlight a trending product, your pitch becomes more convincing. Bring recent sales data or promotional results to back up your recommendations.

Why it matters: Data builds trust and makes your suggestions feel less like a sales pitch and more like a business partnership. Tip: Keep simple sales stats handy on your device or delivery paperwork.

**SPOTTING UPSELL
OPPORTUNITIES**

**USING DATA TO
PERSUADE**

**NEGOTIATING
FREEZER SPACE**

**VISUAL
MERCHANDISING
TIPS**

Securing the right spot in the freezer can make or break your sales. Approach negotiations as a win-win: explain how your products drive traffic and offer to help organize the freezer for everyone's benefit.

Why it matters: Better placement means better visibility and higher sales. Tip: Be flexible and ready to suggest creative solutions, like rotating products or sharing space during busy seasons.

**SPOTTING UPSELL
OPPORTUNITIES**

**USING DATA TO
PERSUADE**

**NEGOTIATING
FREEZER SPACE**

**VISUAL
MERCHANDISING
TIPS**

How your products look in the freezer matters. Neat, well-stocked, and eye-catching displays attract customers and make it easy for staff to restock. Use planograms and keep labels facing forward.

Why it matters: Strong merchandising can boost impulse buys and keep your brand top-of-mind. Tip: Take a quick photo of your display for reference and to show store managers your attention to detail.

Every empty shelf is a golden opportunity—make your products the first thing customers see!

CONTINUE

Check Your Sales Savvy

Now it's your turn to put these strategies into action! The following scenarios will test your ability to spot upsell opportunities, use data, negotiate freezer space, and handle objections. Use what you've learned to make the best call in each situation.

You notice a store's freezer is nearly empty just before a holiday weekend. What's your best move?

- ☐ Wait for the receiver to ask for more
- ☐ Suggest a restock and mention the upcoming holiday
- ☐ Ignore it and move on

- ☐ Complain about low stock to the manager

SUBMIT

A receiver is unsure about ordering more of a new product. What's the most persuasive approach?

- ☐ Share recent sales data showing strong performance
- ☐ Insist they try it because it's your favorite
- ☐ Offer a discount without checking company policy
- ☐ Tell them to decide next time

SUBMIT

You want better placement for your products in a crowded freezer. What's the best way to negotiate?

-
- ☐ Demand more space without discussion
 - ☐ Explain how your products drive sales and offer to help reorganize
 - ☐ Move other products without asking
 - ☐ Complain about the current setup

SUBMIT

You've arranged your products neatly, but sales are still slow. What's a smart next step?

- ☐ Take a photo and review your planogram for improvements
- ☐ Leave it as is and hope for better sales
- ☐ Blame the store staff for poor sales
- ☐ Remove products to create more space

SUBMIT

A receiver objects to a suggested restock, saying they have too much inventory. What's your best response?

- ☐ Argue until they agree
- ☐ Acknowledge their concern and suggest a smaller order or a promotional display
- ☐ Ignore their objection and restock anyway
- ☐ Tell them they're wrong

SUBMIT

Sales Success Recap: Key Takeaways

Expand each item below for a quick review of the most important strategies from this lesson.

**SPOT AND ACT ON
UPSELL TRIGGERS**

**SUPPORT YOUR
PITCH WITH DATA**

**NEGOTIATE FREEZER
SPACE
COLLABORATIVELY**

**MERCHANDISING
MATTERS FOR SALES**

Look for cues like low stock or special events to suggest more products. Being proactive helps you and the store succeed.

Tip: Keep track of each store’s unique needs and patterns.

SPOT AND ACT ON UPSELL TRIGGERS	SUPPORT YOUR PITCH WITH DATA	NEGOTIATE FREEZER SPACE COLLABORATIVELY	MERCHANDISING MATTERS FOR SALES
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Use sales numbers and trends to make your recommendations more convincing. Data builds trust and helps stores make informed decisions.

Tip: Bring recent stats or promotional results to every visit.

SPOT AND ACT ON UPSELL TRIGGERS	SUPPORT YOUR PITCH WITH DATA	NEGOTIATE FREEZER SPACE COLLABORATIVELY	MERCHANDISING MATTERS FOR SALES
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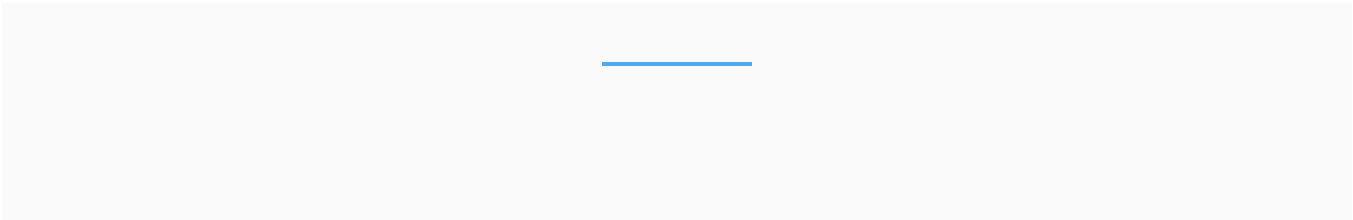
Work with store staff to secure the best placement for your products. A team approach leads to better results for everyone.

Tip: Offer to help organize or rotate products to make space.

SPOT AND ACT ON UPSELL TRIGGERS	SUPPORT YOUR PITCH WITH DATA	NEGOTIATE FREEZER SPACE COLLABORATIVELY	MERCHANDISING MATTERS FOR SALES
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Attractive, organized displays catch customers’ eyes and drive impulse buys. Follow planograms and keep your freezer looking sharp.

Tip: Take photos of your best displays to use as examples in other stores.

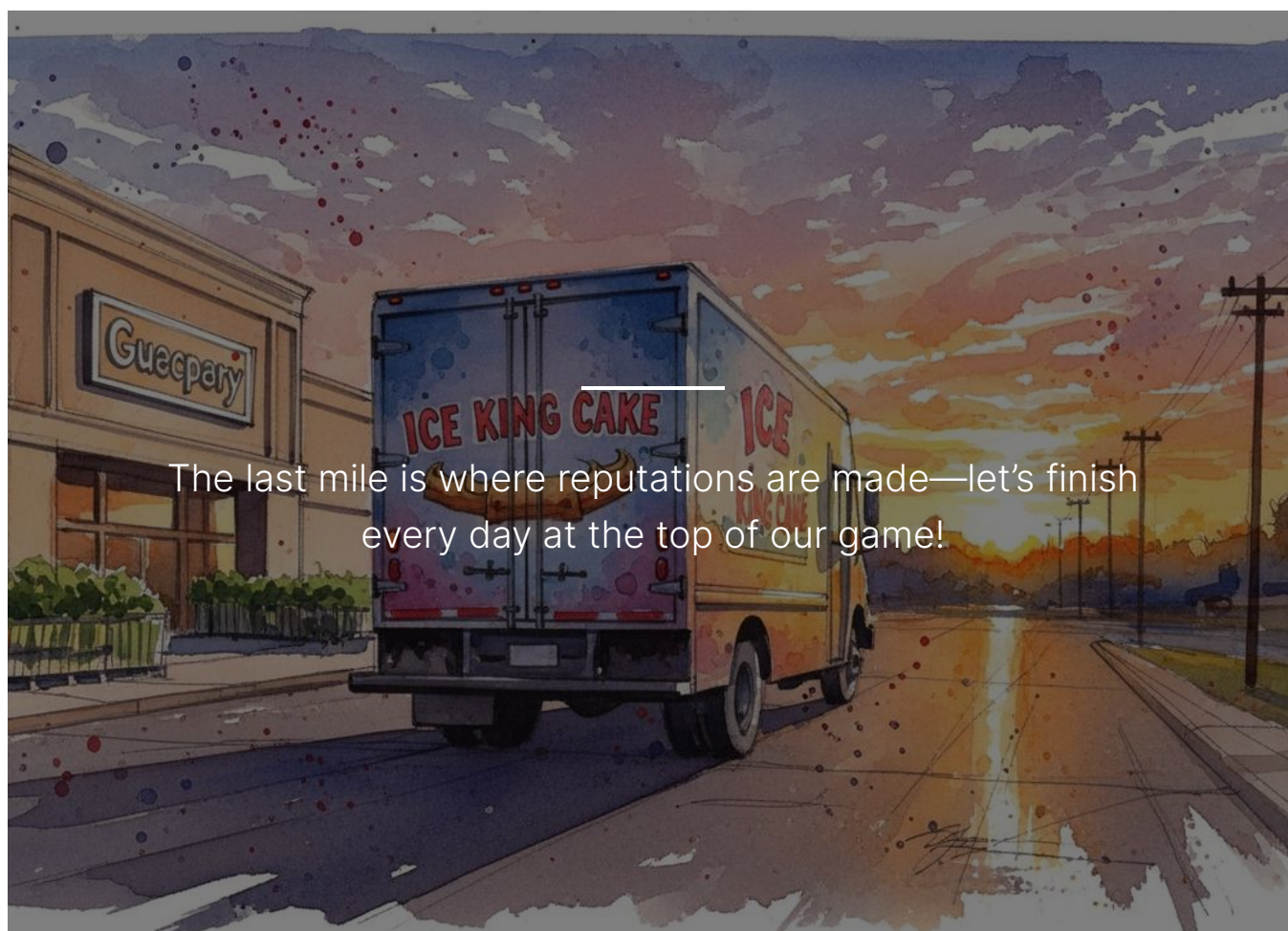


You're driving sales like a pro! Next up: Mastering end-of-day excellence and compliance for a flawless finish to your route.

Stay Safe, Stay Sharp — End-of-Day Excellence & Compliance

JH

Jonathan Harbison



Why End-of-Day Excellence Matters

The final steps of your route—such as safety checks, accurate paperwork, and following up with customers—are just as important as your morning routine. These actions protect you, your products, and the Ice King Cakes brand, while also preparing you for a smooth start the

next day. By finishing strong, you demonstrate professionalism and care that both customers and supervisors will notice.



Here are the skills you'll master in this module. Each one is key to wrapping up your route safely, confidently, and in full compliance.

- 1 Finish your day with clear, correct records of deliveries, returns, and issues.
- 2 Inspect your truck and equipment to catch problems before they become tomorrow's headaches.
- 3 Spot safety or compliance concerns and report them promptly to protect yourself and your team.
- 4 Share important notes about customer requests or issues so nothing falls through the cracks.
- 5 End each day knowing you've met every standard for safety and compliance.

CONTINUE

End-of-Day Essentials: Step-by-Step

Each section below covers a critical end-of-route task for safety, compliance, and professionalism. Expand each one to learn what to do, why it matters, and how to avoid common mistakes.

Post-Trip Vehicle Inspection —

After your last stop, check your truck for any new damage, leaks, or maintenance needs. Look over tires, lights, and mirrors, and make sure all equipment is accounted for.

Tip: Use a checklist to stay consistent. Pitfall: Skipping the inspection because you're in a hurry can lead to bigger problems tomorrow.

Temperature & Product Integrity Checks —

Before unloading or shutting down, confirm that freezer temperatures stayed within safe limits and products are in good condition. Document any issues right away.

Tip: Keep a backup thermometer handy. Pitfall: Forgetting to check can result in spoiled product and lost sales.

Accurate Documentation & Log Corrections —

Review your delivery logs, invoices, and any notes for accuracy. Correct errors and record any exceptions, like missed stops or damaged goods.

Tip: Double-check totals before submitting. Pitfall: Rushing through paperwork can cause costly mistakes or compliance issues.

Customer Follow-Up & Communication —

Note any customer requests, complaints, or follow-up needs in your system or logbook. Communicate these to your supervisor or the next day's driver.

Tip: Be specific and timely with your notes. Pitfall: Vague or missing information can lead to unhappy customers or missed opportunities.

Reporting Safety or Compliance Issues —

If you notice anything unsafe or out of compliance—like a broken lift gate or temperature problem—report it immediately using the correct process.

Tip: Don't wait until the next day. Pitfall: Ignoring issues can put you and others at risk and may violate company policy.

Compliance & Reporting Toolbox

These are essential terms every RSR should know for end-of-day excellence. Flip each card to see what they mean in your daily work.

Corrective Log Entry

A note added to your records to fix or explain an error or exception, like a missed delivery or damaged product.

Temperature Variance

When the freezer temperature goes outside the safe range—must be documented and reported right away.

2 of 4

Preventive Maintenance Report

A form or note used to request repairs or upkeep for your truck or equipment before problems get worse.

3 of 4

Customer Continuity Note

A record of customer requests or issues to ensure smooth follow-up and great service next time.

CONTINUE

Check Your End-of-Day Expertise

It's time to put your end-of-day skills to the test! The following scenarios will challenge you to make the right calls on safety, compliance, documentation, and customer follow-up. Use what you've learned to answer each question and finish strong.

You finish your last delivery and notice a new dent on your truck's bumper. What should you do before leaving for the day?

- ☐ Ignore it and head home
- ☐ Report it and document the damage
- ☐ Wait until your next shift to mention it
- ☐ Try to fix it yourself without telling anyone

SUBMIT

During your post-trip check, you see the freezer temperature was too high for part of the day. What's your best next step?

- ☐ Ignore it if the products look fine
- ☐ Record the temperature variance and notify your supervisor
- ☐ Wait until tomorrow to check again
- ☐ Unload everything and leave without reporting

SUBMIT

You find a mistake in your delivery log at the end of your route. What should you do?

- ☐ Leave it as is
- ☐ Make a corrective log entry and fix the error
- ☐ Erase the whole log and start over

- ☐ Ignore it and hope no one notices

SUBMIT

A customer asked you to follow up on a special order, but you're done for the day. What's the best way to handle it?

- ☐ Make a customer continuity note and inform your supervisor
- ☐ Wait until the next time you see the customer
- ☐ Assume someone else will handle it
- ☐ Forget about it since your shift is over

SUBMIT

You notice a safety issue with your truck's lift gate. What should you do before leaving the yard?

- ☐ Ignore it if it still works
- ☐ Report the issue using the preventive maintenance process
- ☐ Wait to see if it gets worse
- ☐ Try to fix it yourself without reporting

SUBMIT

Excellent work! Strong end-of-day habits protect your route, your reputation, and your future success.

CONTINUE

Finish Strong: Key Takeaways

Expand each item below for a quick review of the most important end-of-day practices.

Accurate records protect your route —

Double-check your logs and paperwork before you finish. Clear records prevent confusion and keep you compliant.

Tip: Take a few extra minutes to review before submitting.

Proactive reporting prevents problems —

Report any issues—big or small—right away. Early action keeps everyone safe and avoids bigger headaches later.

Tip: Don't wait until tomorrow to speak up.

Customer follow-up builds trust —

Document and communicate customer requests or issues. Great follow-through means happy customers and more business.

Tip: Use specific notes so nothing gets missed.

Safety checks are your daily insurance —

Inspect your truck and equipment at the end of every route. Catching problems early keeps you and your team safe.

Tip: Make inspections a non-negotiable part of your routine.

Congratulations—You're Route Ready!

You've completed the Ice King Cakes RSR course, mastering safety, sales, communication, and compliance from start to finish. Your dedication to learning and excellence means you're ready to deliver great service, protect the brand, and grow your route with confidence.

We're proud to have you on the team—now go show what you can do!

Every day presents a fresh opportunity. Use what you have learned and strive to deliver excellence in every step you take moving forward!