



FRANK ROOME JERRY WIAANT

SALES & MARKETING CONSULTING FOR OUTDOOR AND SPORTING INDUSTRY

SALES Services

Outsourced Strategic and Functional Area Leadership: Whether temporary or longer-term we provide companies with additional bandwidth in both sales and marketing leadership.

Sales Strategy and Planning: Customized creation of strategic sales plans to ensure multi-channel growth and profitability.

Sales: Leverage industry connections with buyers, merchants, and retailers to facilitate selling products into key targeted channels.

Key Account Planning, Partnerships and Management: From acquisition to delivery, we help ensure successful long-term account growth through forward planning, analytics, reporting tools and multi-year hands-on experience.

Distribution Roadmaps and Channel Sales Plans: Maximizing sales efficiencies through focused distribution plans that avoid channel conflict, brand degradation and erosion of profits.

Merchandising Plans and Pricing Strategies: Develop pricing models suitable for omni-channel environments and merchandise strategies to bring products to life at retail.

Extensive International Experience

Frank Roome

- 20 + Years Executive Sales & Organisational Leadership
- Substantial Network of Industry Contacts
- Entrepreneurial and Growth Driven

Contact:

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MARKETING Services

Advertising Promotions: Set guidelines for planned promotions, seasonal promotions, and events.

Branding: Brand strategy, logo/identity, tagline, brand story

Brand Assets: Photography, copy, product mock ups

Consumer Packaging & Point of Purchase

Sales Tools / Collateral Materials: slide decks, catalogs, flyers, brochures, etc.

Tradeshows: Planning, booth design, banners, flyers, promotional items, etc.

Product Design: Overseas Factories, Sourcing, Sustainability

Social Media Strategy

Advertising: Print, digital, SEO, SEM, emails, newsletters, etc.

Web Design: (informational, ecommerce platforms)

Marketing: How to engage your accounts to help sell more products.

Jerry Wiaant

- 20+ Years Advertising, Design, Marketing Leadership
- Listed on 9 Nike patents
- Extensive Portfolio of Product Branding & Go-to-Market

Contact:

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