



BRAND STRATEGIES & SALES SOLUTIONS

LEADING CONSULTANT | WINE & SPIRITS

Phone: (212) 457-1521

BevPowerPartners.com

New York | Atlanta | Monterey

Customized Sales Training & Brand Strategies



THE INDUSTRY'S BEST

Our *Executive Consulting Team* exceeds 40+ years of both supplier and distributor experience – from the vine to the shelf, we have *managed over 150 Wine & Spirits brands, selling over 16 million cases.*

Our team is comprised of innovative, detail oriented and strategic thinkers, with a goal of making your brand fill a need that no other brand has, *increasing recognition, customer demand, market share and distribution.* Together we will create, define and refine a comprehensive plan to achieve maximum brand potential.

We use the demands and current trends of the market to build your brand strategy; *we turn weaknesses into strengths and our knowledge into brand power.* We didn't get there alone, and neither will you.

" People never want to be part of the process, but they want to be part of the outcome. The process is where you figure out who's worth being part of the outcome. "

EFFECTIVE APPROACH

We capture the details, starting with one of the most value-enhancing tools, a *Brand Health Assessment*, identifying gaps and overlooked opportunities with your current approach; in return accelerating your brands performance, *executing more efficiently, improving profitability* and now reaching the culture of your customer.

We deliver the critical insights needed to implement strategies that allow you to *reach target customers, compete in specific segments* and craft messaging that aligns with desired values and *growth objectives, creating a "buying experience"*.

We provide a detailed path towards ensuring your sales team is the *best educated, prepared and trained in the industry*; knowing how to *overcome objections, understand market trends, identify opportunities.*



OUR COMMITMENT

We are - Innovative and determined leaders that pioneer *quality strategies*, delivering quantifiable *desired results*.

We are - Talented in revitalizing traditional customer *acquisition strategies* to connect with a contemporary audience, while preserving company values & messaging.

We provide - Influential passion, *empowering team members* to meet their full potential, while utilizing all available resources to identify opportunity gaps, *growing market share, efficiency & profitability.*



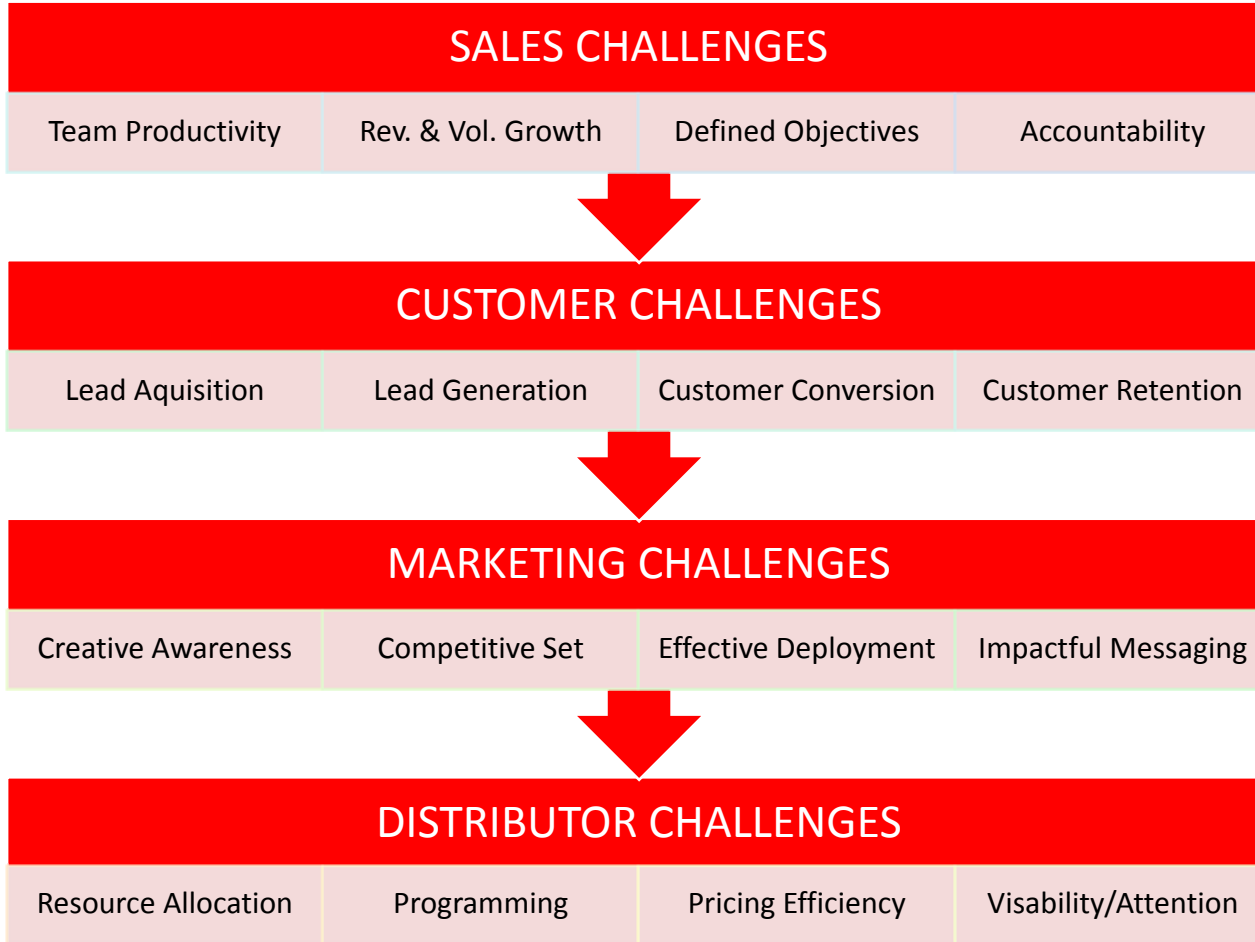
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WHAT IS THE OPPORTUNITY



“95% of consumers chose a product that gave them a reason to buy.”



ASK YOURSELF.....

How effective is your product programming in delivering new and profitable revenue streams?

Are you regularly achieving your planned ROI on field marketing activities, while also meeting case volume goals?

Are your efforts generating customer interest, increasing retention and creating a buying experience?

Are you meeting market demands with competitive programming and product diversity?

How effective are you in meeting your product cost targets in order to improve gross profit margins?

How efficient are your product development projects in delivering a relevant product, at a price that meets your GP% standards and affordable to your target customer?

What investments are being made in improvements that will drive brand/product performance?

What accountability and performance standards do you currently have in place to meet the company's annual objectives?

BRAND IMPACT & SELLING SOLUTIONS

TOTAL BRAND IMPACT PLAN

Every brand needs a defined measurable strategy with quantifiable results. All brands begin with a message and vision of growth opportunities however, the reality is that this message may not resonate with your optimal customer or your go-to-market strategy isn't achieving the results needed to meet profit and volume goals. Our Total Brand Impact Plan provides structure and guidance, deploying pivotal activation and positioning strategies that promote brand values and obtain desired objectives.

SALES TEAM TRAINING

Our training sets a detailed path towards ensuring your sales team is the best educated, prepared and trained in the industry; knowing how to overcome objections, understand market trends, identify opportunities and execute objectives, building the foundation needed for steady sustainable growth. This course leaves no stage of the sales process unturned, providing your team with the tools needed for effective distributor management, strategy planning and reporting.

ACQUISITION & RETENTION PROGRAMS

Brands face an uphill battle every day and must overcome many challenges proactively and confidently. You must overcome distributors selling competing brands, outperform brands fighting for the same placement, redirect consumers brand loyalty, showcase your loyalty to active customers and develop tactics to continuously increase repeat purchases. You must learn, understand and implement the categories below to maximize your ability to acquire and retain customers.

BRAND HEALTH ASSESSMENT

To accelerate brand performance, execute more efficiently, improve profitability and reach the culture of your customer; one of the most value-enhancing tools used is the Brand Health Assessment. Receive the critical insights needed to develop strategies which allow you to reach target customers, compete in specific segments and craft messaging that aligns with desired values, creating a "buying experience".

DEMAND GENERATION & REPORTING

There are distinct features of Demand Generation that are directly linked to your brand marketing activities. These activities create awareness for your brands, products, company and direction. The result we're seeking from these activities are; improved brand awareness and distinctive positioning as these areas create interest and change perspectives. Demand Gen not only focuses on what you have to offer as a company but also brand relevance to the current state and trends of the industry.

Flexible Solutions for Your Business Needs



LVL: (1)

Total Brand Impact Plan

- Brand Health Assessment
- Sales Team Training
- Acquisition & Retention Programs
- Demand Generation & Reporting

LVL: (2)

Sales Team Training

- Field Market Standards
- Growth Strategy Roadmap
- Growth Driver Priority Matrix
- Distributor & Account Presentations
- Distributor Evaluation & Progression
- Distributor Management & Accountability

LVL: (3)

Brand Health Assessment

- Pricing & Profitability Analysis
- Brand Perception & Messaging
- Segment Selection & Attraction
- Brand Activation & Market Strategy

LVL: (4)

Acquisition & Retention Plans

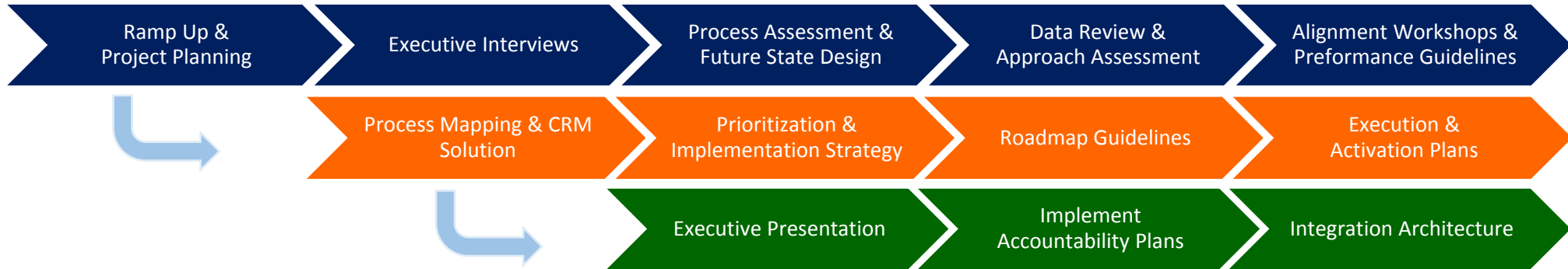
- Understanding Your Customer
- Lead Progression & Conversion
- Utilizing Link & Leverage
- Engagement & Participation

LVL: (5)

Demand Gen & Reporting

- Increasing Sales Through Innovation
- Effective Programming Strategies
- Defining Placement & Positioning
- Pre-Plans, Recaps, Updates & Tracking

WHAT IS THE PROCESS?



ACTIVATION OF SOLUTION ACTIVITIES

DELIVERABLES TIMELINE

- Introduction Company Current Needs & Insights
- Demand Gen & Reporting
- Brand Health Assessment
- Acquisition & Retention Plans
- Sales Team Training
- Total Brand Impact Plan

| | PERIOD: 30-90 DAYS | PERIOD: 91-180 DAYS | PERIOD: 181-270 DAYS | PERIOD: 271-365 DAYS | REOCCURRING INSIGHT |
|---|--------------------|---------------------|----------------------|----------------------|---------------------|
| Introduction Company Current Needs & Insights | █ | | | | |
| Demand Gen & Reporting | █ | █ | | | |
| Brand Health Assessment | █ | █ | █ | | |
| Acquisition & Retention Plans | █ | █ | █ | | |
| Sales Team Training | █ | █ | █ | █ | |
| Total Brand Impact Plan | █ | █ | █ | █ | █ |

Proposed Team Structure

Solution Architecture

Proposed Implementation Roadmap

- Phase 1 (Est. Sept 2014 - Nov 2014):** Analysis prior to Global CRM Phase 1
- Phase 2 (Est. Dec 2014 - Mar 2015):** Advanced Service, Quality & Marketing Automation
- Phase 3 (Est. Apr 2015 - Jun 2015):** Ongoing Rollout, Customer, Advanced Reporting Global

BRAND BUILDING | TWO ELEMENTS

There are two different avenues in which brand building stems from; *sales* and *marketing*. The industry standards and contributing factors to brand building are important to obtaining a loyal customer.

CORE BUILDING ELEMENTS

SALES

MARKETING

1. Product
2. Price
3. Promotion
4. Positioning

1. Promise to Customer
2. Brand Personality
3. Brand Packaging
4. Brand Image



SOLUTION INSIGHTS JOURNAL

Tips for Successful Selling

The best practice is to find what works for you and use it often. Sales are about people, people who buy and people who sell. At the end of the day, sales is the greatest profession in the world because of people.

1. Start early. Go Long.
2. Nothing interrupts the money hours.
3. People are more important than paper. Calls First.
4. If you're excited about it, they will be excited about it.
5. Network. Network. Network.
6. Close comfortably & confidently.
7. Survey your products. Be aware of the inventory.
8. Know your audience. Know your drinker.
9. Most importantly, know your product.

"Companies with highly aligned sales and marketing departments achieve an average of 32% annual revenue growth, while less aligned companies reported an average 7% decline in revenue."

IMMEDIATE AVENUES FOR GROWTH...

New Brands → *New Customers*
New Brands → *Old Customers*

Old Brands → *New Customers*
Old Brands → *Old Customers*

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WHAT TO EXPECT

1. Be prepared to change business models.

This may take time and the organization as a whole needs to determine the speed of that change. This will incorporate many different areas of the organization. (e.g. sales, marketing, production, administration)

2. Lead from the top, and integrate the effort.

The idea of sustainability or building “Sustainable Growth” may start as a bottom-up effort, but for sustainability to be successful your team needs to know that top level management has bought into the growth strategy and concepts. This allows for future changes to your business model and marketing plans to be accepted and implemented with ease and confidence.

3. Measure and track company objectives and performance goals.

Many companies use scorecards, KPI (key performance indicators) and other integrated reporting tools. Also, sustainable and realistic growth achievements are implemented into personal accountability performance reviews. This will allow for transparency and understanding of when company sales/marketing benchmarks are reached.

4. A change to products and/or strategy will strongly involve your customers and their connection to them.

Staying connected to your customers/consumers and using their opinions as a direction forward. Use competitors weaknesses and industry trends to elevate your relevance to the market as a whole, allowing your company and targeted demographic to benefit from what you have to offer.

5. Encourage feedback from frontline team members and adapt to specific markets.

Work with your field level team members because they are a vital source for resources and current conditions. By accepting feedback in a open setting you have a greater chance of increasing your firsthand knowledge, your brand/companies image and customers perception. Remaining in touch with a constantly changing and evolving buying environment will provide you with the opportunity to remain connected and increase the chances of achieving sustainable growth seeing a return on your marketing efforts.

