



Sell More, and Sell better

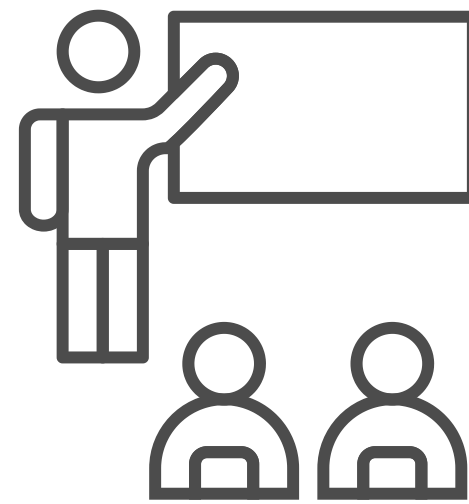
→ Enabling you to grow your business by finding and winning the right customers



Challenges you face



**Finding the
right customers**



**Knowing how
to sell**



**Closing the
deal**

Challenges you face



- Who are the right customers?
- Where do you find them?
- How do you ensure they reply when you reach out?

How We Solve It

.....**Building** awareness



- Know your target audience
- Route to market strategy
- Build brand awareness
- Trade marketing plan

Challenges you face



- What is your unique value proposition
- How do you present it?
- How do you have the best sales meeting?

How We Solve It

Create **Unique** Value Proposition



- Profile your buyer and know their needs
- Build the unique selling proposition
- Plan a successful meeting

Challenges you face



- What is the best deal?
- How do you negotiate and agree to do business?
- What is the best way to continue to grow?

How We Solve It

Sell better and get to **Yes!**



- Train you to be a negotiation ninja
- Ensure you execute well
- Have a referral or review plan for next steps growth

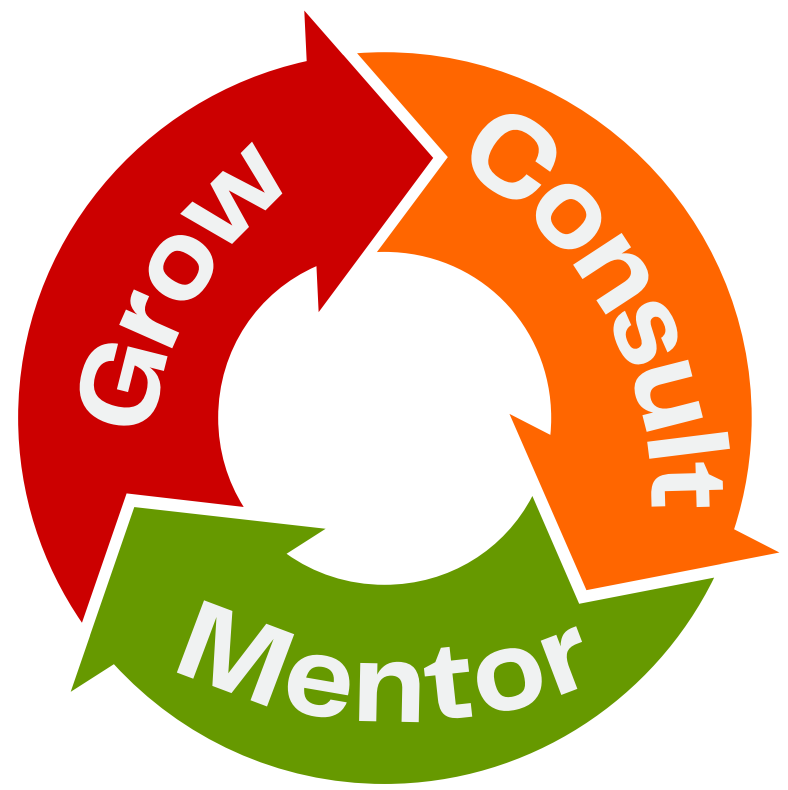
Business founder

Finding the right customers

Knowing how to sell

Closing the deal

Sell More, and Sell Better Programme



Business Success

The right customers

Profitable sales deals

Growth strategy

Sell More, and Sell Better Programme £1000 per month*

- ✓ Strategy planning workshop
- ✓ Sales strategy one pager
- ✓ Monthly strategy calls
- ✓ Email access for practical advice and support
- ✓ Monthly skills training
- ✓ Sell more, sell better template library
- ✓ Access to my little black book of contacts

*minimum 3 months

Testimonials



JOEL GARBUTT

Chief Sales Officer TGW Northern Europe
Working with Karen over the past few months to develop global key account plans for 3 significant accounts we have in our business has been both rewarding and extremely beneficial. Karen's ability to look at challenges and business issues from different angles whilst maintain focus on the primary objectives has been invaluable. An absolute pleasure working with you Karen.



MILLY BAGOT

Co founder, By Ruby
Karen brings experience, insight and a can do attitude to everything she does. We were lucky enough to be assigned Karen as a mentor through Virgin Startup and she then became a Non-Exec Director at ByRuby. She is approachable and so helpful.
Thank you Karen!



PAUL HITCHCOCK

CEO, Patties Foods
Karen has so much experience, energy and passion about retailing in the UK and other European markets. She is supporting us, as an Australian company, with our launch into the UK. As the CEO, I know she has given our business sound advice and the confidence to give it a crack. Really pleased we are working with Karen!

Karen Green

Karen is a business consultant who transforms FMCG businesses by identifying the key growth factors for existing business and the opportunities for entering new markets. Her focus is very commercial aiming to create profitable sales growth in all her clients whatever their challenges

She is currently working with a number of overseas clients looking to enter the UK market including UN International Trade Centre, Patties and Black Mamba foods.

Her career spans buying and sales starting as a senior UK retail buyer for Tesco and Walgreen Alliance (Boots), before crossing the table and working as a Commercial Director, selling products right back at the retailers and achieving phenomenal results across the board

Karen is a renowned keynote speaker and author of two best selling books





Let's get started!!

Email me now to book YOUR

Sell More and Sell Better

programme

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