

becoming a More Effective Sales Manager in the Natural and Specialty Channel

Seminar and Networking Event

“Good for Your Company, Great for Your Career”

Day 1

1. Sales planning and budgeting with budget templates
2. Pricing and margins review
3. Trade promotion—strategy, optimization, evaluation
4. Effective sales calls—“How to prepare for an appointment
5. Working through distributors, selling in, margins, programs
6. **Corinne Shindelar, CEO INFRA Group, on maximizing opportunities with INFRA.**
7. Working effectively with brokers—hiring, goal setting, reviews, **Guest Speaker: Todd McGrath, Presence Marketing**
8. **Approaches to alternate channels: Rodd Willis, Director of Natural & Specialty, Dot Foods, Inc.**
9. Succeeding at Whole Foods. **Guest Speaker: Tim Sperry, former Director of Grocery for Whole Foods**
10. Comprehensive Q&A—industry experts will answer your most complex questions in the context of your business Day
11. **Special “at large” guest Rick Antonelli, industry veteran and senior executive at UNFI available to answer questions and provide advice.**

Day 2

1. Trade-spending management and deductions management
2. **Ahold Natural Foods – How Ahold goes to market and how to work with them to maximize your sales. Special Guest Speaker: Maria Ruisi, Ahold Portfolio Lead Natural Food**
3. The role of Sales Management companies and are they the right choice for your company, **Guest Speaker: Joe Alfieri, Ignite Sales Management & Consulting**
4. Using syndicated data—its role in new product presentations, category management, evaluating execution. **Guest Speaker: SPINS**
5. Navigating Trader Joe’s and understanding Private Label Opportunities. **Special Guest Speaker: Kim Greenfeld, Campo Verde Solutions**
6. Best Practices in case pack changes and cost changes. **Guest Speaker: James Curley, JFC Market Management**
7. “Navigating your way through Whole Foods as a national vendor.” **Guest Speaker: Tim Sperry, former Director of Grocery for Whole Foods**
8. Understanding how to obtain and utilize data available through distributors. **Guest Speaker: John Raiche, Vice President, UNFI**
9. Comprehensive Q&A—industry experts will answer your most complex questions in the context of your business

In order to maximize networking opportunities, we will be holding a cocktail reception after the Day 1 session, at the Nixon Peabody offices. All attendees who are registered for Day 1 and/or Day 2 are invited to attend.



Presents

A TWO-DAY SEMINAR & NETWORKING EVENT

December 8, 2015
December 9, 2015
8:00am–4:30pm

Boston, MA

You're welcome to take them together or separately

Sponsors



Natural Products Consulting Institute
978-975-9902
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www.NaturalConsulting.com

Becoming a More Effective Sales Manager in the Natural and Specialty Channel – Seminar & Networking Event

“Good for Your Company, Great for Your Career”

Led by Bob Burke & John Maggioro

Bob Burke is co-author of *The Natural Products Field Manual* and *The Sales Manager's Handbook*. He is a consultant specializing in bringing natural, organic and specialty products to market across all channels since 1998 and former VP of Sales and Corporate Development at Stonyfield Farm. He has prepared numerous business plans, assisted in fundraising, advised clients on growth and exit strategies and has helped a number of companies reach a successful exit. He serves on the board of directors of EcoFish, Orgain, King Arthur Flour, and Saffron Road. He has an MBA from Babson College. Please visit www.NaturalConsulting.com.

John Maggioro of **Maggioro Sales & Marketing** is a leading broker and consultant of Natural and Specialty products into the mainstream grocery channel. John has worked with some major brands including Pirate's Booty, Vita Coco Coconut Water, siggi's Yogurt, Bear Naked, LaraBar, and more. He is the former Category Manager of Natural Products at Stop & Shop.

Please Consider:

The most common complaint from brokers is “we work with 40-50 regional or national sales managers and maybe 4-5 know what they are doing”

The most frequent comment from supermarket buyers is “too many companies from the natural and specialty channel come and just don't know the landscape—they haven't done their homework.”

What's it worth to make your sales effort dramatically more effective...the equivalent of a few days' pay? A small fraction of what you are paying in trade spending, ads, allowances, slotting, free goods, etc.?

Seminars to be held at
**Nixon Peabody LLP located at:
100 Summer St, Boston, MA**

Club Quarters Boston
161 Devonshire St
Boston, MA
(203) 905-2100

Special hotel rate of \$189 if you mention “NIX127” and you reserve by November 7, 2014.

This hotel is a ¼ mile from the Nixon Peabody offices and is a short cab ride from Boston's Logan Airport

DAY 1: \$ 699

DAY 2: \$ 899

EARLY BIRD DISCOUNT

Reserve by November 30 and **SAVE \$100 OFF Each Seminar!**

Additional people from the same company can attend at \$100 off per above.

Register for both seminars
by November 30, 2014,
and pay **\$1,099**
a savings of nearly \$500!

If you are thinking of sending 5 or more people from your company, please call for special pricing. **Cancellation Policy:**
By November 30, 2015, receive refund;
December 1 – December 7, receive voucher for future seminar.

BONUS!

Register for seminar and purchase *The Sales Manager's Handbook* (comprehensive training manual with CD) for 50% off — \$500 off. Or save \$500 on the *The Natural Products Field Manual*, Sixth edition.

Please see www.NaturalConsulting.com for more info on publications.

REGISTRATION FORM: Fax to 978-975-4502 or email to Bob@NaturalConsulting.com

Day 1 Day 2 Both Days Seminar Add The Natural Products Field Manual & CD

Name: _____ Title: _____

Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Check enclosed, payable to “**Natural Products Consulting Institute**”

Please charge my: Master Card Visa AmEx

Credit Card #: _____ Exp. Date _____

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