



PENTALLECT PROJECT TITAN

Thought leadership. Pragmatic advice.

INVITATION TO PARTICIPATE

Profitably Reaching Foodservice Operators Through a Next Generation Go-to-Market Roadmap

BACKGROUND

Manufacturers have been selling through Sales Agencies for decades. This sales deployment model has and continues to work well for many companies. However, Pentallec conversations with senior industry players from all sized companies tell us that the incredibly **fast pace of industry change over the past decade has stressed the Manufacturer/Agency relationship** and many are seeking ways to better strategically align to **increase sales, profit, sales execution and operator reach**.

An analysis of how the Manufacturer/Agency relationship can be enhanced is overdue.

PROJECT DESCRIPTION

Project Titan is a **two-phase Pentallec initiative that will deliver information and tools that will allow companies** to more successfully achieve sales and profit goals through enhanced strategic alignment, effective sales execution and a **next generation go-to-market roadmap**.

PHASE ONE

Project Titan will include a **national benchmarking survey** to establish the current state and desired future state of the Manufacturer/Agency relationship. Participating companies will assist with survey design and execution and have exclusive access to survey results.

Survey questions will focus on the **strategic elements of the Manufacturer/Agency relationship** and reveal what is/is not working today, where the pain points are, and what keeps people up at night. Forward looking questions will explore best case scenarios in an ideal Manufacturer/Agency relationship.

PHASE TWO

Utilizing the conclusions from the national benchmarking survey, a task force of Project Titan participating companies will create a **new Manufacturer/Agency strategic roadmap to drive innovative sales deployment models** to achieve efficient and profitable operator access.





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Project Titan participants will utilize a series of one on one and task force group discussions to create a new sales deployment roadmap. Participating companies will have exclusive use of the full roadmap upon completion.

KEY ELEMENTS

- What are the elements of a best in class high performance Manufacturer/Agency partnership? Where are current pain points and how can we benchmark improvements?
- What is the optimum sales management and field sales deployment structure for manufacturers to profitably reach operators?
- Are hybrid representation models part of the answer? How do I determine field sales roles and responsibilities?
- What are best practices in managing the role and impact of foodservice distribution and buying groups and operator GPO's?
- What types of marketing/communications plans best support a Next Generation deployment strategy?
- How do I best strategically engage with my Agencies at a senior level?
- How should Manufacturers and Agencies strategically engage on operational and go to market planning?
- How should internal and external compensation/incentives be structured to ensure alignment and increase sales and profits?
- Which sales and marketing services should Agencies provide that are most critical to profitably reaching customers?
- What role can technology play in helping me segment and prioritize my customer base?
- What lessons can be learned from adjacent sales channels like retail grocery?

DELIVERABLES

A comprehensive benchmarking report provided to all Project Titan participants revealing the current and desired state of the Manufacturer/Agency relationship.

Participation for two client representatives on the Project Titan task force and **a comprehensive roadmap to achieve Next Generation Manufacturer/Agency relationships** and highly effective and profitable operator reach.

Exclusive use of the project results.

An optional **onsite one-day senior leadership meeting with Pentallec** at your location to review project results with your senior leadership team. (extra fee applies)

TIMING

June - August 2019





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COST TO PARTICIPATE (two representatives per company)

\$12,500 per company for the benchmarking survey results and roadmap or \$15,000 including one day project review with your team at your location. Travel and expenses not included and billed at cost.

EARLY SIGN UP DISCOUNT

The first ten companies to reserve their spot in Project Titan will receive a \$2500 discount. Early adopter pricing is \$10,000/\$12,500.

DETAILS/NEXT STEPS

Project Titan will be led by Pentalllect Partner Rick Abraham with the assistance of additional Pentalllect resources as needed. Payment of 50% of project fee is due at signing, and balance due at conclusion.

AGREEMENT TO PARTICIPATE

In order to reserve your spot for **Project Titan**, [CLICK HERE](#) to send a confirmation email to Rick Abraham and you will be contacted with more information.

If you have questions regarding **Project Titan**, [CLICK HERE](#) to send an email and we will follow up.

