



Tel: 978-975-9902 BobNPCI@aol.com, www.NPCInstitute.com

Presents....

One Day Seminar:

**Becoming a More Effective Sales Manager in the
Natural and Specialty Channel**

“Good for your company, great for your career”

Date: Tuesday October 18, 2005 9:00am – 4:30pm

Location: Marriott – San Mateo, CA

1770 South Amphlett Blvd. San Mateo, CA 94402 Tel: 650-653-6000

Special hotel rate of \$139 if you mention you are with “NPCI Sales Seminar” and you reserve by October 4.

Call (800) 228-9290 or 650-653-6000 to make your reservations.

Continental breakfast and lunch provided

Full day seminar -- topics to include:

1. Overview of the channel along with review of key distributors, retailers and brokers
2. Sales planning and budgeting with budget templates you can use in your business
3. Pricing and margins review
4. Trade promotion – strategy, optimization, evaluation
5. Trade spending management – managing one of your most largest and most important investments
6. Effective Sales Calls -- "How to prepare for an appointment"
 - Preparing for a call on a buyer. i.e. visiting stores, looking at sections, understanding programs etc.
 - “What does a buyer look for in a new product presentation, category review, etc.
7. Working through distributors – selling into distributors, margins, programs
8. Working effectively with brokers – hiring, goal setting, reviews, compensation, broker handbooks, contracts, probation, termination
9. Using syndicated data – its role in new product presentations, category management, understanding your business, evaluating execution
10. **Comprehensive Q&A** – industry experts will answer your most complex questions in the context of your business.

Seminar to be led by Bob Burke and John Maggiore. **Bob Burke** is co-author of *The Natural Products Field Manual, Staking Out Space on the Supermarket Shelf, and The Sales Manager’s Handbook*. Bob is a consultant in the natural and specialty products industry and former VP of Sales and Corporate Development at Stonyfield Farm. **John Maggiore** is the former Category Manager of Natural Foods at Stop & Shop and will be speaking on selling to supermarkets and succeeding in the mainstream grocery channel.

In addition:

1. **Devon Gill** of New Connections Marketing will speak on broker management from a broker’s perspective. After working for several successful brokerage companies she joined forces with another industry icon, Kim Tonge, and opened the Northern California division of New Connections which has now been in business for 22 years representing and pioneering some of the best products natural foods has to offer.
2. A Representative of SPINS to discuss using syndicated data.

Please Consider

The most common complaint from brokers is that “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?

Pricing:

Seminar – \$599

SPINS clients – save \$100! Only additional discounts below

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

Cancellation Policy: From October 1-18 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

(The *Sales Manager’s Handbook* regularly sells for \$999 by itself without seminar).

Seminar only _____ Seminar and *The Sales Manager’s Handbook* with CD _____

Name _____ Company _____

Title _____ email _____

Street _____ City _____ State _____ Zip _____

Tel: _____

Please make checks payable to “Natural Products Consulting Institute”

MC, Visa, American Express accepted

Card _____ Exp. Date _____

Name on card _____ Signature _____

Seminar Leaders

Bob Burke

As a consultant since 1998, Bob Burke provides assistance in strategic planning, budgeting and pricing, developing sales and marketing plans, building distribution, broker selection and management, organizational development, strategic options, export plans, sales reporting systems and analysis. He is also the co-author, co-editor, and co-publisher of the ***Natural Products Field Manual, Second Edition, Staking Out Space on the Supermarket Shelf, and The Sales Manager's Handbook***. Prior to consulting, Bob was with Stonyfield Farm Yogurt for 11 years as Vice President, Sales & Corporate Development and Vice President, Marketing & Sales. He has held marketing positions with Colombo, Inc. and Sperry Top-Sider. Bob received an M.B.A. from Babson College.

Contact: 978-975-9902; BobNPCI@aol.com

Website: www.npcinstitute.com, www.Bob-Burke.com

Clients:

Have had the privilege of working with exciting companies such as: Annie's Homegrown, Oregon Chai, Snyder's of Hanover, United Natural Foods, No Pudge!, Kraft Foods, Bayer Consumer Care Division, ConAgra, Kellogg's, General Mills, OCP Chocolate, Health Strategy Consulting, Stacy's Pita Chips, Bagel Works, Putney Pasta, Kettle Cuisine, Small Planet Foods, New Hope Natural Media, Nantucket Offshore, Immaculate Baking, Dr. Bronner's Magic Soaps and others.

John Maggiore

After 18 years of working on the supermarket side of the business, John Maggiore recently started his own business as a consultant/broker. He is working with natural food companies to help them grow their business, primarily in the supermarket channel, and is brokering natural food products in the Northeast. Prior to this new venture, John was with Stop & Shop Supermarkets as the category manager of natural foods, where he spearheaded the natural foods "store-within-a-store" program and created over 150 shop locations in just 4 ½ years. Prior to joining Stop & Shop, John worked for Purity Supermarkets. John received his B.A. from Northeastern University.

Contact: 781-935-6193; Maggsales@aol.com

Devon Gill

Devon is the VP of Sales in Northern California for New Connections Marketing

If you cannot make the October seminar but would like to order **The Sales Manager's Handbook** – please see below.

For our additional publications: **The Natural Products Field Manual, Second Edition, and Staking Out Space on the Supermarket Shelf**, please visit: <http://www.npcinstitute.com/>

Please email or fax back order form to: BobNPCI@aol.com

Fax: 978-975-4502

Any questions, please call: 978-975-9902

If you would like to be notified of future seminars, please email: BobNPCI@aol.com

More on the...

The Sales Manager's Handbook

A sound investment for your company, a great investment in your career

- ❖ Includes CD-Rom with directory of brokers, distributors, buyers, budget models, store logos and more!
- ❖ Comprehensive, 372 page, 23 chapter guide

Featuring chapters on:

Distributor Programs	Mainstream Grocery Channel
Natural Retailer Programs	Club & Mass Channels
Margins and Pricing	Broker selection and management
Budgeting and planning	Optimizing distributor and retailer programs
Trade promotion	Trade funds and deductions management
Using syndicated data	Category management
Costs of bringing products to market	Optimizing trade shows
Exporting resources from Uncle Sam	The Canadian market
Building an organization	Food Service overview
Covering your butt	The UK Market
Consumer promotion	Industry resources
and more!	

- ❖ Educate, train and develop national and regional managers
- ❖ Practical, proven, best practices shared and illustrated
- ❖ Rich, insightful "guest editorials" by 38 notable buyers, brokers and CEO's

Name: _____
Company Name: _____
Mailing Address: _____
City, State, Zip: _____
Phone: _____ Fax: _____
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Please send me The Sales Manager's Handbook
Price \$999.00 Standard S&H \$10.00, International shipping and insurance \$50.00
Net Price Billed to Credit Card \$ _____

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Check enclosed _____ Make checks payable to
"Natural Products Consulting Institute, LLC"
Circle one: Master Card, Visa, American Express

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Bob Burke
Natural Products Consulting Institute, LLC
8 Cobblestone Lane
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Fax: 978-975-4502
BobNPCI@aol.com
www.NPCInstitute.com