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Presents....

**Two Day Seminar:**

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

*“Good for your company, great for your career”*

**You are welcome to take them together or separately**

**Date:** Tuesday and Wednesday December 13 & 14, 2011, 9:00am – 4:30pm

**Location:** Hilton Garden Inn, Burlington, MA

5 Wheeler Road, Burlington, MA (781) 272-8800

**Special hotel rate of \$115 if you mention “Natural Products Consulting Institute Seminar” and you reserve by November 28, 2011.** Call (781) 272-8800 and ask for “in-house reservations” to make your reservations.

Also, from Logan airport, can take Logan Express shuttle to Anderson Train station and hotel shuttle can pick you up – please call hotel to arrange.

**Continental breakfast and lunch provided – Also, attendees will receive a CD of all of the day’s presentations, spreadsheet models etc.**

**Day 1: “For Beginners” or “New to the Channel” -- topics to include:**

1. Sales planning and budgeting with budget templates you can use in your business
2. Pricing and margins review
3. Trade promotion – strategy, optimization, evaluation
4. Effective Sales Calls -- "How to prepare for an appointment"  
“What does a buyer look for in a new product presentation, category review, etc.
5. Working through distributors – selling into distributors, margins, programs
6. Effectively utilizing regional distributors. **Guest Speaker: Jeremy Isenberg, Chex Finer Foods**
7. Understanding the Canadian Market and how to do business in Canada –  
**Guest Speaker: Rob Mortenson, REM Ltd, expert on entering the Canadian market**
8. Working effectively with brokers – hiring, goal setting, reviews, compensation, broker handbooks, contracts, probation, and termination. **Guest Speaker: Mike McGoldrick, Acosta/NSSI**
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 2: Intermediate – Advanced**

1. Trade spending management and deductions management
2. Taking Trade Spending management to the next level: **Cindy Goulden, MEI**
3. Using syndicated data – its role in new product presentations, category management, evaluating execution.  
**Guest speaker, John Pavlenkov from SPINS**
4. Navigating Trader Joe’s and understanding Private Label opportunities.  
**Special Guest Speaker: Kim Greenfeld, Campo Verde Solutions**
5. **“Navigating your way through Whole Foods” - Special Guest Speaker: Tim Sperry**, former Director of Grocery for Whole Foods Market, will speak on: Succeeding at Whole Foods, whether you are a national, regional or local vendor, new buying initiatives at Whole Foods, the role of private label and its impact on brands.

6. Understanding how to obtain and utilize data available through distributors  
**Guest Speaker: John Raiche, Vice President, Marketing - UNFI**
7. **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*, 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 of Maggiore Sales and Marketing** 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:

**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:**

Day 1 “Beginners and New to the Channel” – \$599

Day 2 “Intermediate – Advanced” class - \$799

Early Bird Special: Reserve by November 30, 2011 – 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, 2011 and pay \$999 – a savings of nearly \$400**

If you are thinking of sending 5 or more people from your company, please call for special pricing.

Cancellation Policy: Cancel by Nov 30, receive refund. From Dec 1- 12 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. Or save \$500 on the Natural products Field Manual, Fourth Edition -- please see [www.NPCInstitute.com](http://www.NPCInstitute.com) for more info on publications.

Day 1 Seminar \_\_\_\_\_ Seminar and *The Sales Manager's Handbook* with CD \_\_\_\_\_

Day 2 Seminar \_\_\_\_\_

Name \_\_\_\_\_ Company \_\_\_\_\_

Title \_\_\_\_\_ email \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Tel: \_\_\_\_\_

Please make checks payable to “Natural Products Consulting Institute”

MC, Visa, American Express accepted

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