



Client Case Study Fresh Roasted Almond Company

Situation:

Fresh Roasted Almond Company was looking to grow its national exposure and sales base by using independent sales representative firms calling on national grocery stores. But it had no experience in a formal sales process or the management of such an initiative.

Impacts:

If approached improperly, a lot of money could have been spent with little or no results and without a formal process in place as a result. In addition, it likely would take too much time to determine what was or was not working.

Solution:

Fresh Roasted Almond Company contracted with The Sales Matrix to develop the framework for a successful national launch.

Results:

The Sales Matrix provided a formal sales program to ensure calculated and consistent growth, utilizing the following structure:

- Criteria for selection and management of independent sales representative firm(s);
- Formal sales representative roles and responsibilities;
- Formal program to ensure proper management of independent representatives;
- Performance expectations and reporting capabilities to measure success

Fresh Roasted Almonds now sells its products nationally and has grown its distribution network exponentially.

