



Case Study

Situation:

Fresh Roasted Almond Company was looking to grow its national exposure through the use of independent sales representative firms calling on national grocery stores but didn't have experience in a formal sales process or the management of such an initiative.

Impacts:

If not approached properly, a lot of money could have been spent with little or no results and without a formal process in place to manage the program; it 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 formalized sales program to ensure calculated and consistent growth through providing the following structure:

- Independent sales representative firm criteria.
- Formalized sales representative roles and responsibilities.
- Formal management 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.