



*our business is.....
helping you grow **YOUR** business*



welcome to BizGro

Richard launched BizGro in 2015, after a long & successful career in food service with Bidvest Food Service (Bidfood), where he held various senior posts

BizGro can help you grow your market share & gain significant sales revenue in the food service (HORECA) business category

Share this unique experience plus invaluable contacts to maximize your sales into this lucrative, niche market sector

Richard
Lyon

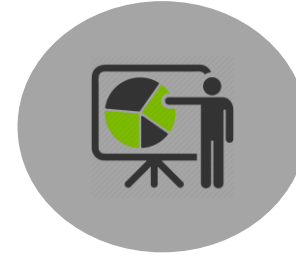


the BizGro
Team

BizGro
helps grow
your
footprint in
this market
through...



**CRAFTING
WINNING SALES
STRATEGIES**



**RE-SKILLING
BEST
APPROACH
TRAINING**



**SOURCING
BEST-FIT
PROFESSIONALS
FOR
YOUR TEAM**



**CONNECTING YOU
WITH LEADING
DECISION MAKERS**



**PROMOTIONS,
ACTIVATION &
REVENUE GROWTH**

the BizGro Food Service Offerings

1. Crafting winning Strategies

- a) Growing your Manufacturer footprint in this market sector

2. Re-skilling a Sales team

- a) Training interventions to provide FMCG Sellers with best & winning sales techniques to this sector, that requires a totally different approach

3. Sourcing best-fit sales Professionals

- a) Recruiting Sales Professionals with a hospitality background & experience of the sector

4. Connecting you with decision makers

- a) Leveraging off the BizGro contacts; both distributors & leading End User/Consumer Groups

5. Promotions, brand activation & revenue growth

- a) Creating winning & cost effective campaigns that generate sales & market share intrusion

#1

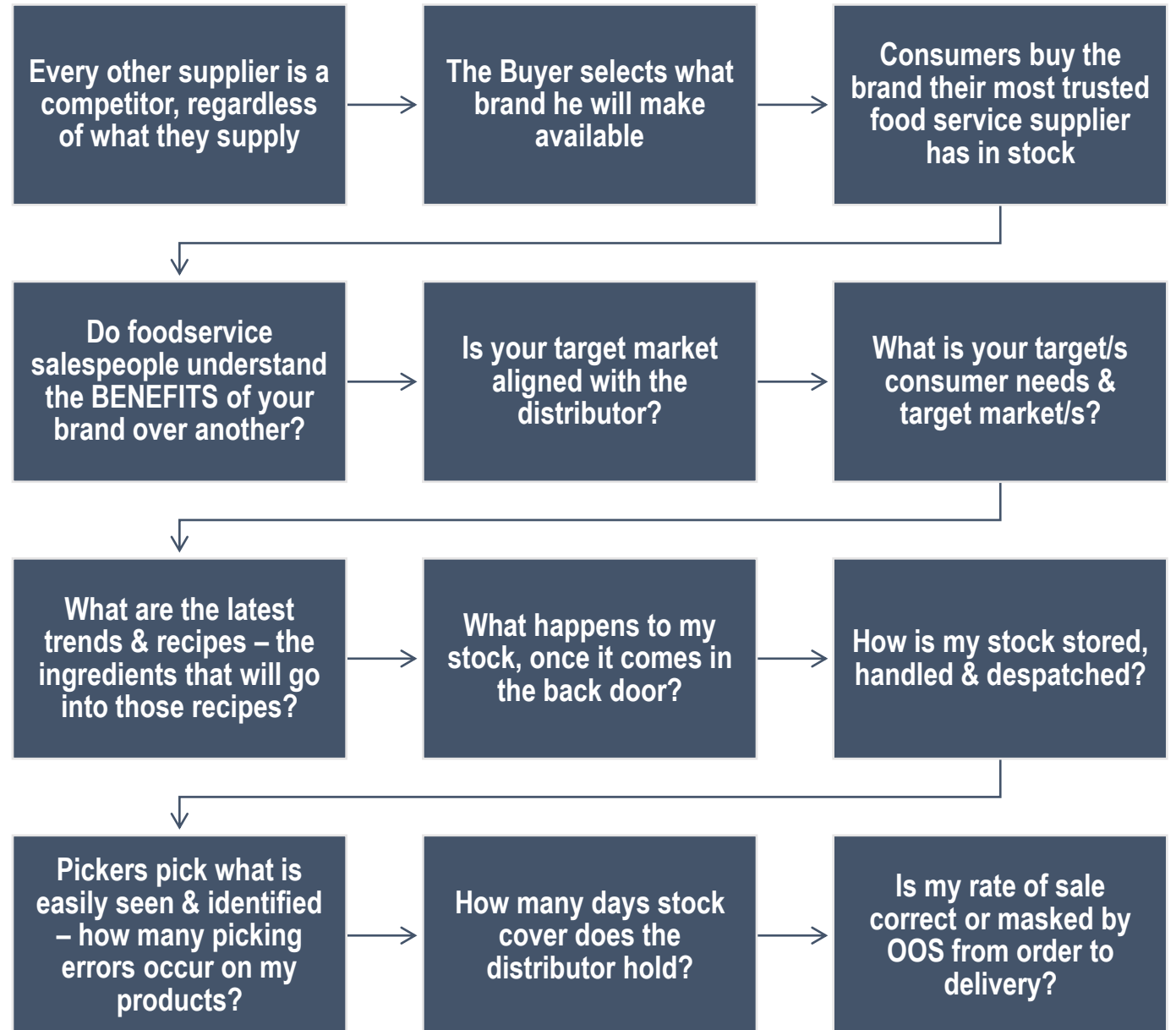


Winning Sales Strategies



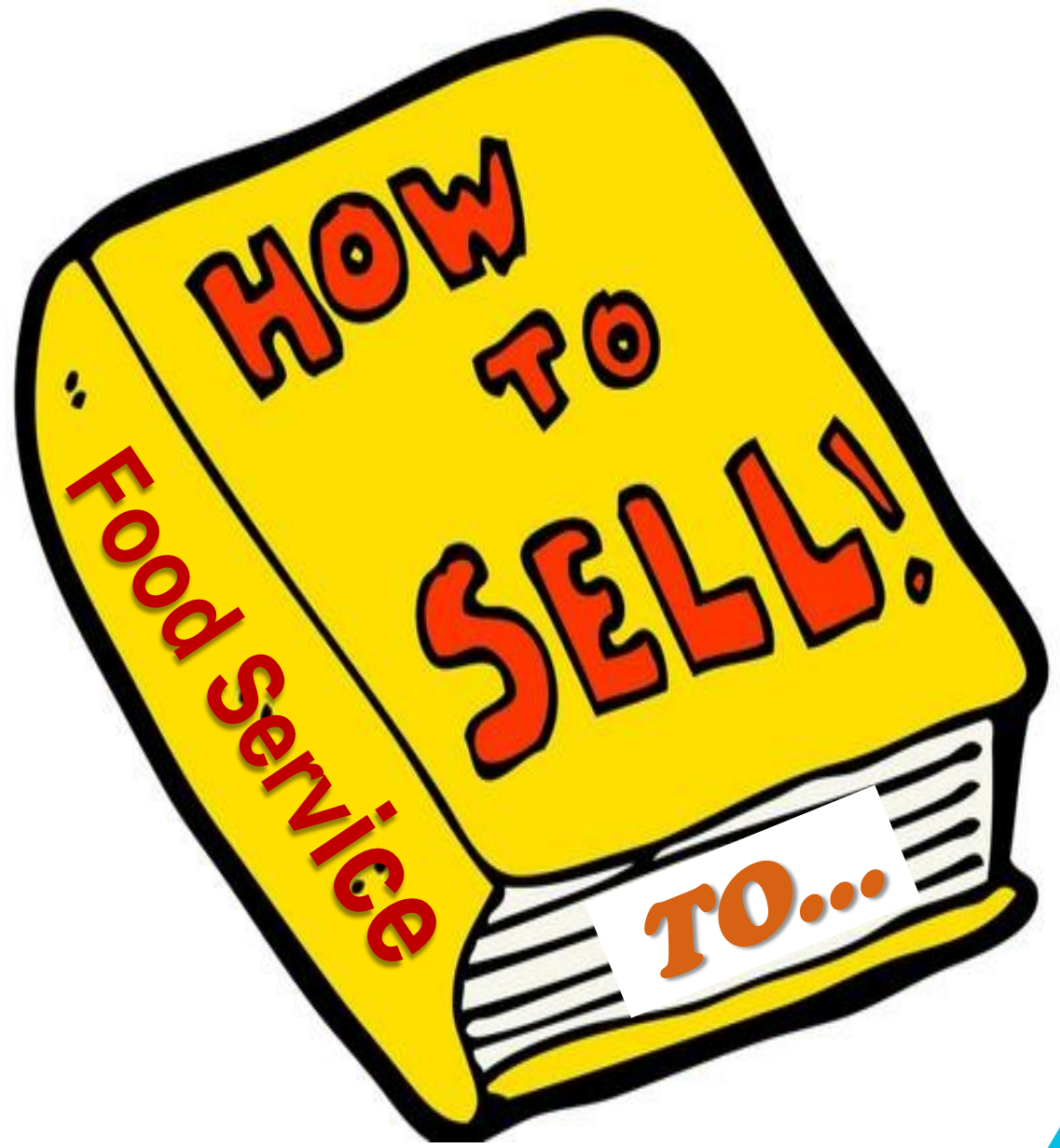
WINNING STRATEGIES

key points to consider when dealing with food service market sector



#2

re-skill
Your Team:
*training to
maximise
revenue*



why re-skill your Sales Team?

Principles often ask – my Team has loads of sales experience...

“Why should we re-train them to sell to food service?”

So, what's different?

Just about everything, truth be told!

Some of your challenges.....

- a) Your Consumer is in the hands of their favoured Distributor
- b) Orders are placed on history & habits
- c) Your competition isn't only those with similar brands



BizGro offers Teams a critical insight into the industry with inside pointers & market secrets to your maximise sales return

#3



recruitment
sourcing YOU the
BEST
Sales Professional



sourcing you the right-fit sales Professionals

Sales Professional

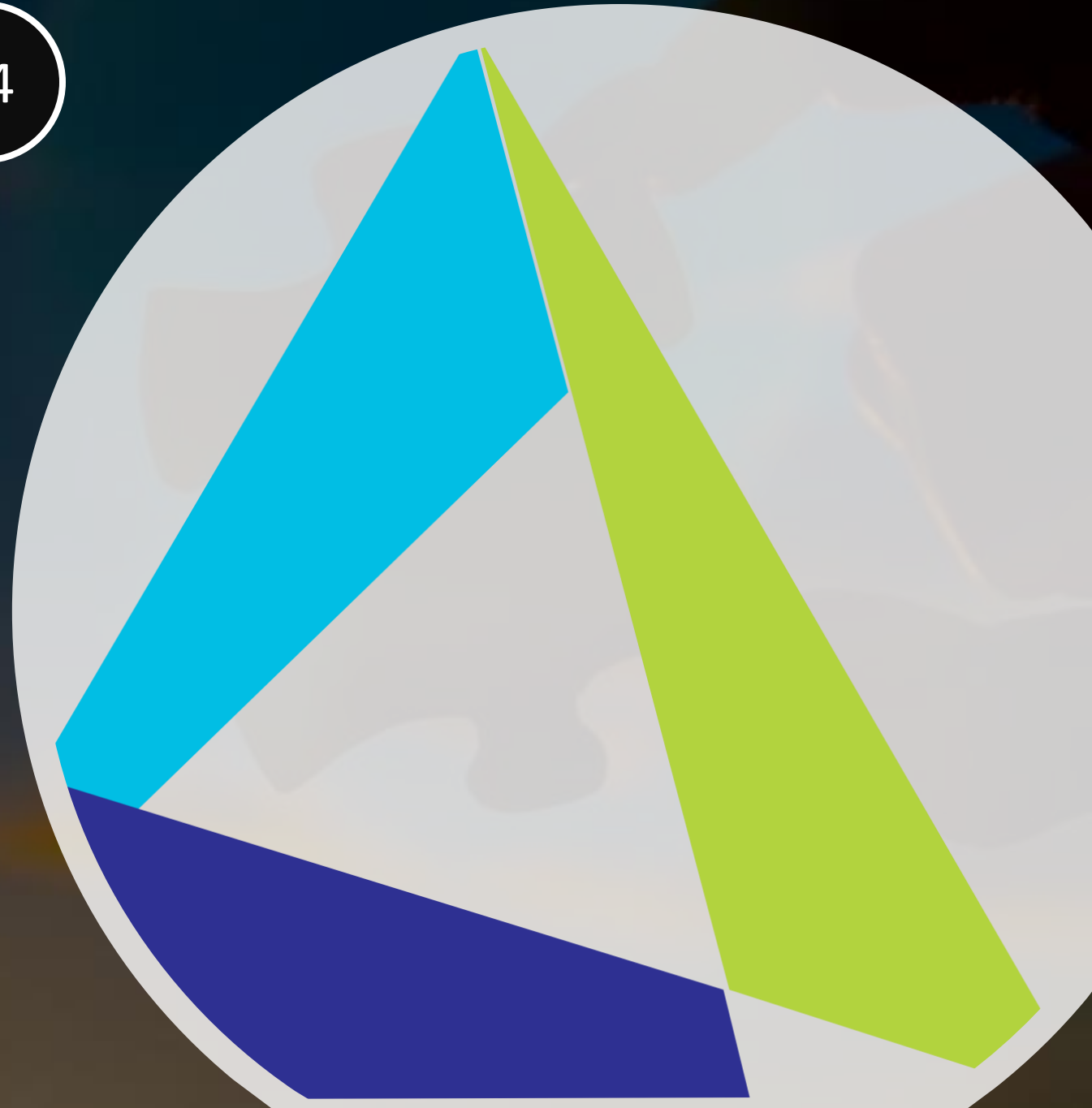
to
food service
&
HORECA

1. ***Listens*** – the ability to listen & assess a Customer's needs.
2. ***Empathises*** – & see the Customer's point of view
3. ***Assesses*** – ability to calculate & present a desired solution
4. ***Integrity*** – the one a Customer believes they can totally trust
5. ***Influence*** – Customers to make correct buying decisions
6. ***Partners*** – being the industry leader & trusted partner
7. ***Knowledgeable*** – *an intimate understanding of the industry*
8. ***Has passion*** – for Customers, Company & industry

Connecting you with key *Decision Makers*

#4

- ✓ End Users
- ✓ Distributors



utilizing the BizGro Contacts

after 20+ years in the Industry,
we nationally work with:-

- 1. 100+ food service Distributors*
- 2. 2,000 + HORECA End Users*
- 3. 50+ HORECA head offices*

these contacts can be your future
Customers – through BizGro





#5

Sales Promotions & Brand Activation



BizGro winning Promotions

- **GENERAL PROMOTIONS**

AIM: wide audience brand & product exposure

METHOD: bundle deals

MEDIUM: online ordering platform

OBJECTIVE/S: wide spread audience & brand conversions

- **TARGETED PROMOTIONS**

AIM: Customers not purchasing those products from our distributor partner

METHOD: Telesales identify & target those Customers

MEDIUM: add line/product per call to targets

OBJECTIVE/S: conversion & basket growth within trade partnership

tip ~ discounts do NOT grow revenue



Brand Activation



- Proven best practice to drive End User brand exposure, creates excitement & drives product conversions
- Distributors heed Customer's brand requests
 - *more than any "push" strategy or incentive a Manufacturer can deploy*
- Even an obstinate Buyer will succumb & be pressured into listing & stocking your selected product/line/category
- Distributor sales Team "falls in love" Manufacturer, brand & Sellers
 - *Why?*
 - *Through your generation of sales growth & additional commission in their pockets*

tip ~ unique attention, exposure & benefits excites & gains brand loyalty

Servicing Food Service

generating profitable sales revenue

*our business is.....
growing YOUR business!*



Richard Lyon
richard@bizgro.co.za
083 625 7721

