

SUCCESS MAP

creating a kickass presentation



Start

RESEARCH YOUR CUSTOMER

Every customer is different. They are all trying to sell food but they have their own way.

1

PLAN YOUR STRATEGY

Clarify what you are trying to accomplish.

2

BUILD YOUR SALES PLAN

It is your job to sell your products. Illustrate how this will happen.

3

MAXIMIZE YOUR EFFECTIVENESS WITH SKUFOOD AGENDA

Cover the right topics in the right order.

4

BUDGET YOUR TIME

Use our simple strategy to ensure you cover all of your content and finish on time.

5

SAMPLE LIKE A PRO

The most important demos you will ever have. Our checklist and suggestions will reduce the stress and ensure you sample like a pro.

6

MAKE YOUR LAST IMPRESSION A GREAT ONE

Leave with a WOW to ensure they have confidence and are excited to execute the plan.

7

CLARITY AND FOLLOW UP

Everyone needs to leave the meeting with a clear understanding of what they will do and when.

8



New Results
& Better Bottom Line

"It's not about making great products to sell;
it's about selling the great products you make"
-Peter Chapman