

# Food Broker Management 101

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**Accelerate Sales and your Food Company Growth!**



The food broker can be a great tool used in your market planning and growth of your product and company with the opportunity for substantial financial returns. This requires you 'selling' the food broker on the merits of your product prior to making the sale to customers. The broker develops

local relationships while you manage sales opportunities in multiple national markets. This overview session will provide you the insight and information you will need to prepare for your Food Broker sales call and on-going management. Also, you will receive a Food Broker template and we will start the process during and immediately following this fast moving seminar.

There is no silver bullet. The key to marketing success for your food company is figuring out which tactics are most likely to work given your situation, goals, and customer. And knowing how Food Brokers operate will move you light-years ahead of the competition. Much marketing success and failure is determined in the implementation. You must implement these tactics well for true success and firm growth. Handled correctly, I have seen Food Brokers generate millions in business and customer authorization success.

In this one day seminar, Tim Forrest, Founder of Good Food Sales, President of the Tim Forrest Consulting, and sales consultant to the largest food companies in the world, shows you how to determine the actions to take and how to accelerate growth in your food business. Drawing from hard-earned experience in his work with the largest food manufacturers, retailers, and distributors in the world in many segments, Tim will share his million dollars insights into buyers, brokers, and distributors. His expertise will help guide successful growth and development of dynamic food broker relationships.

You'll learn:

- How Food Brokers operate and the services they provide.
- Types of Food Brokers in the market.
- Examples of best practices for Food Broker management.
- How Food Brokers determine interest in your item.
- How to gain distribution with Food Distributors utilizing Food Brokers.
- Distributor and Retailer tailored market programs working through brokers.
- Category Management and Product review guidelines for your product in relation to Food Brokers.
- Importance of Market Plan and usage of Food Brokers in your Food Enterprise.
- Contract and Representation examples for your usage and review.

- Electronic Data Interchange (EDI) Retailers Order Process and Food Brokers.
- Limited to 12 attendee's for real-world discussing and plans going forward.
- **BONUS NOW!**: Receive Product Marketing Sheet Template along with EDI company listing for supplying and processing orders for large chain store locations.

### About the Presenter



**Tim Forrest** is President of [Tim Forrest Consulting](#), Founder of Good Food Sales.Com, and is a master at helping food companies create and extend their success in this complex environment with Food Brokers. His 20+ years of innovative marketing, sales, distribution, and international consulting experience, have made him nothing short of an institution. He knows the North American Consumer Products industry like no one else, growing company success in this complex environment by more than \$250 Million Dollars. Building markets for Nestle, Unilever, the famous Mr. Wally Amos, or your company; Tim powers growth and his clients agree sharing insight into how Tim's creativity doubled their sales volumes, developed 'sell out' consumer programs, and catapulted them into international markets, along with leading a record 20 vendors into the club channel, 10 items on QVC Television, just recently pioneered one of the world's largest Organic product launches and loves what he does. He has been a guest speaker on Food Brokers to various organizations.

### [Tim Forrest Consulting](#) >

Tim also offers [Food Company Growth consultations and on-going programs that will grow your food enterprise](#). Advisor, Board, and Implementer Packages Available.

*"I worked with Tim to create my 2009 Business plan. After implementing Tim's ideas and Strategies I achieved immediate results and nearly doubled my business over 2008. I highly recommend Tim if you are looking to grow your business, achieve market awareness and brand recognition for your products."*

*Steve Nelson*

Presenter: Tim Forrest

The special (over \$600 in savings) offer and Marketing Analysis is for those signing-up now.

This Conference is scheduled Monday September 27, 2010 from 10AM to 4PM

For those interested, we will be enjoying dinner overlooking the ocean at 7PM.

Maximum 12 people admitted.

Also, we suggest that your company sales exceed \$5 million per year for this insight.

**100% Money Back Guarantee:** If you are not satisfied with the content in this seminar, simply contact us and we will give you a 100% refund.

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**Food Broker Management 101 – Accelerate Sales and your Food Company Growth!**

**Plus Personal Market Analysis and Consultation on your Food Company growth and Marketing Plan Book!**

**Regular Price: \$ 1200.00**

**July Summer Savings <\$ 601.00>**

**Summer Savings Special Price: \$599**

**Click Link for sign-up information - [LINK](#)**

**If PayPal does not open, paste below link into browser:**

**<http://bit.ly/anOiY4> or email [tim@timforrest.com](mailto:tim@timforrest.com)**



A promotional graphic for purchasing the product. It features a blue button with the text "BUY IT NOW!" and "Click Here To Order" with a blue arrow pointing to the right. Above the button is a yellow seal that says "SATISFACTION 100% GUARANTEED". Below the button are logos for American Express, Discover, Novus, MasterCard, and Visa. At the bottom is a yellow seal that says "PayPal VERIFIED".