Sales & Marketing Services – Test Case

Telemarketing:

- Brand/Product Awareness
  What products where outlet owners currently stocking?
  Were they aware of the customer's brand?
- Competition Analysis
  What were their views on competitive products
- Lead Generation
  Passing sales leads to the 'customer's sales force'
- Transfer Ordering
  Directly taking orders – then passed those to the relevant wholesaler

Bars and Brewers Brokers Cafes Ca
Co-Operative Societies CTN's Distrib
Food Agents Food Manufacturers Fo
Pubs Grocers Hotels Import Agents
Leasehold Pubs Logistics Managed F
DATA AT THE HUB OF THE FOOD & DRINK INDUSTRY
The knowledge store