**Momentum CPG Brand Script – Brand3 Comments/Recommendations 06.26**

**Value Deck:**

* **Sales Leadership**   
  *Building sales strategy, sales process and sales management*
* **Training/Development**

*Delivering sales training by sales leaders*

* **Talent Assessment**   
  *Building the right sales team with experienced sales leaders*
* **Product Launch**  
  *Building the right launch plan*
* **Broker Leadership**  
  *Working with the right partners, management and assessment*

**Brand Empathy & Authority:**

We know what it’s like to feel like when you what to scale, have declining sales, no process and not sure if you have the right team to execute your vison.

* Places worked:

Frito-Lay, Welch’s, Keurig, good2grow, P&G, J&J, Advantage, Truco (I’m sure I missed a few), Gillette, AC Neilsen, Greencore

* Year of experience - +120 years on average 30 years of CPG experience
* Channels – C-Store, Grocery, Club, Specialty, Dollar, eCommerce, Mass, Foodservice, Natural, Military, Office Superstore, Independent Retailers, Global Retailers
* Distribution – Warehouse and DSD
* Selling Method – Direct or Broker
* Credentials
* Miller Heiman (LAMP, Negotiation, Strategic Selling, Conceptual Selling)
* Cornell – CPG Executive Leadership
* Center for Creative Leadership
* Strategic Partners – we can use the SX list on the portal (ex, legal zoom, Monday.com, MPI etc.)
* Stephen Covey
* Executive Leadership – Smith,
* Optime Game Day Selling
* Bridgerthorne Negoitioan training

**The Plan:**

How We Work

1– **Access The Sales Team** *Analysis and assessment of the sales team*

2 – Build The Sales Infrastructure *Define, refine, and enhance*

3 – **Scale The Business**  *Provide sales leadership and coaching*

**Success:**

* Energized by the ability to focus on the business
* Facing the future with confidence and a clear path
* Confidence in a proven sales process
* Time to spend both with my family and my business

**The Brand Promise:**

* At Momentum CPG, we promise to bring experienced leadership, strategy, process, and tools to every engagement/situation.  Our goal is simply to make you realize your dream or be successful (something along these lines)
* At Momentum CPG, we bring experienced leadership, strategy, process, and tools to win in a competitive market place.  Our goal is simply to build a sales path for success.

Brand3 Recommended Version-

**At Momentum CPG, we are committed to overcoming the sales barriers that are holding back your next level of growth.**