



The CPG Sales Solutions Team



www.cpgss.com

Services

Executive Management – *Outsourced Sales Executive responsibilities including Strategy Development & implementation. Sales Voice on Executive Team, interaction with investors & board*

Business Development – *Sales Team design & creation, 3rd party assessment of direct & brokered sales resources, Leadership for a specific Retail Channel(s)*

Sales Leadership – *Everyday Direct and/or broker sales management, Trade spend management, Development of Sales Fundamentals & accountability criteria*

Ad Hoc “Execute”tant – *New item development & roll-out to retail. Presentation development, Retailer meetings*

National Association Buying Conferences—*Maximize retailer-attended national conferences like ECRM, GMDC, NACDS, NACS*

Sales Enhancer – *Plug & Play option to fill any sales role for any size company. Can be for a specific customer (s) or channel (s)*

Sales Operations – *Plan-o-gram recommendations, Pricing Strategies, Vendor set ups & compliance*

Benefits

MAGNIFICENT VALUE

- ✓ Financial & Cost Effective, Successful Sales Leadership at a fraction of the cost of a full time employee
- ✓ No Benefits paid (1099 contractor), No Bonus, No Stock Options, No Car Allowance, No 401 K

NO LONG TERM COMMITMENT. Once business is established & grown to meet company objectives, the job is finished

FLEXIBILITY. CPG Sales Solutions can work many projects for a company simultaneously or at separate times

CONFIDENTIALITY. CPG Sales Solutions works as an extension of its' clients. At no time will names of client companies be published publicly, named in social media or shared with other clients without the permission of the client



President and Founder

Randy Flannery has held Sales Leadership positions in Consumer Product Companies for 31 years. Randy has performed at every level from Sales Representative to Senior Vice President of Sales. He has worked in very large manufacturing companies (Procter & Gamble) as well as several start-up firms in Food, Cleaning, and Health & Beauty. He has sold brands in nearly every product category offered at retail—among them Laundry Care, Health & Beauty Care, Food, Beverage, Frozen, Refrigerated, Shelf Stable Vegetables & Juices, Paper, General Merchandise and Gum & Confection.

- Designed & Led Multiple National Sales Teams for 5 different companies
- Designed & Led Customer Specific Dedicated Multi-functional Sales Teams
- Sold to Walmart/Sam’s Club since 1992, Sold to Target since 1999
- Multi Channel knowledge – Food, Drug, Mass, Club, C-store, Military, Special Markets, Food Service & Natural
- Private Equity/Investor inter-action history over a 16 year period
- Presenter/Participant in over 28 Board meetings

Prior to joining Procter & Gamble in 1985, Randy was a Military Intelligence Officer in the U.S. Army for 5 years where he was selected for two Company Commands. Randy served in the Republic of South Korea as well as with the 101st Airborne Division.

CPG Sales Solutions Support Team & Alliance

We have a number of alliances which can deliver solutions to any sales need a CPG company may have. Support includes:

- ✓ Food Service – 34 years of Away from Home, At Home, & Industrial Segments
- ✓ Trade Management, Promotion & Analysis – 38 years
- ✓ Supply chain
- ✓ IT

Contact Randy Flannery: 513-222-8003 randy@cpgss.com

The ANSWER for your sales needs!

We exist to meet your need to
Grow Sales at an astronomic rate while investing money at a fraction of the Cost of hiring a full-time Sales Executive!

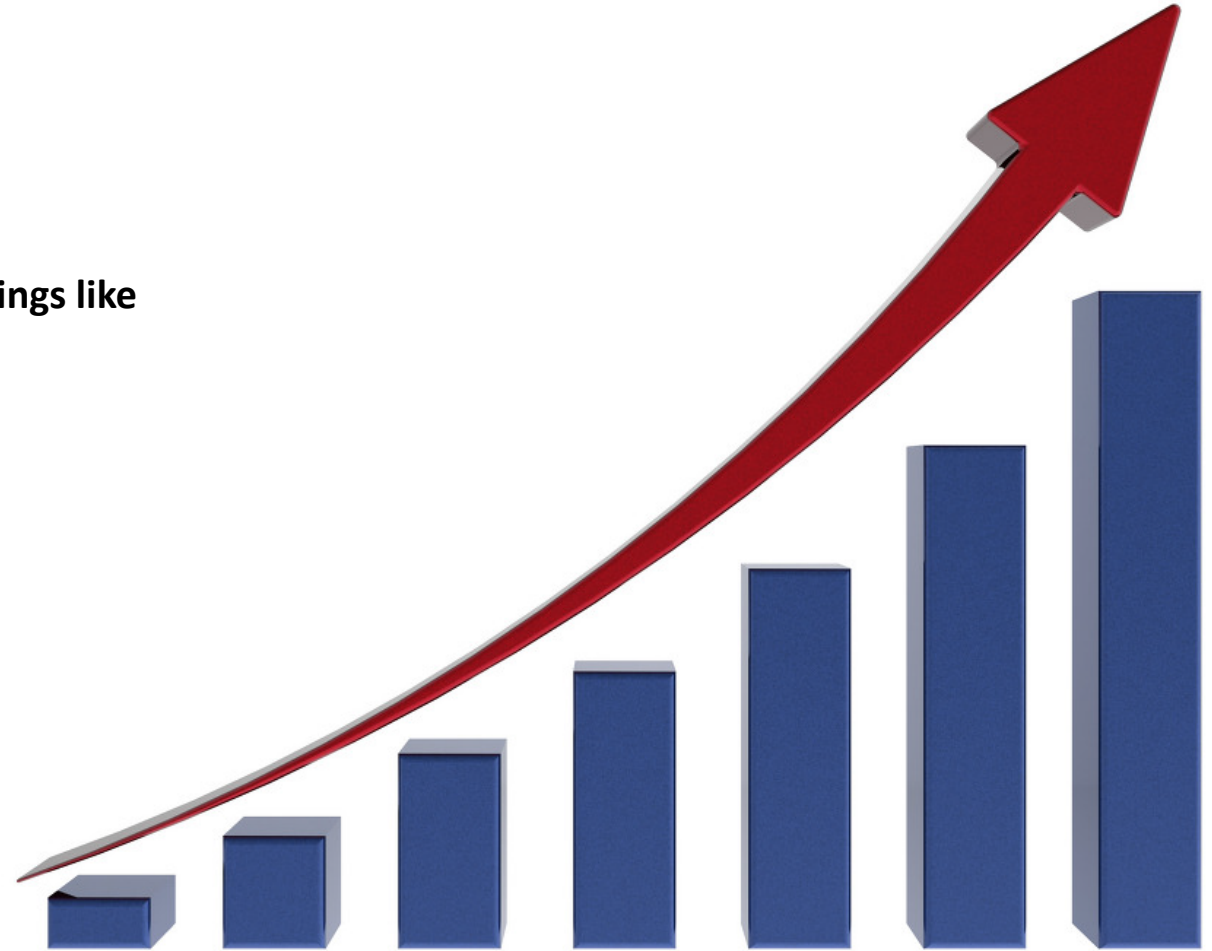
For companies, large & small, looking for significant growth in any or All Retail channels or Food Service. CPG Sales Solutions LLC exists to:

- Provide Sales Leadership & Management in a myriad of ways
- Building & Hiring Sales Organizations (Direct & Brokered)
- Managing 3rd Party Brokers
- Augmenting current sales efforts
- Channel or Customer/Distributor focus
- New item development & roll-out
- Selling Conferences & Shows

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Why do CPG Companies hire CPG Sales Solutions?

- Limited budget for hiring fulltime dedicated sales resources
- Lack of knowledge regarding CPG industry
- Lack of knowledge regarding specific retailers & how to manage things like
 - Timing of line reviews
 - New Vendor set-ups
 - Trade promotional funding & total spending with customers
 - Supply chain & Operational needs
 - Follow up to keep “top of mind”
- Long learning curve for inexperienced sales force
- Pressure from investors/board to GROW MORE
- Sales Strategy shortfalls
- Unknown resources & Lack of time to manage day-to-day business with customers
- Lack of knowledge & experience regarding specific Retailer Channels
- Augment current Sales Organization so that they can continue to focus & leverage strength of knowledge



GROWING YOUR BUSINESS IS OUR BUSINESS!

CPG
Sales Solutions