



grow sales

We are...

- Entrepreneurial
- Experienced
- Passionate
- Creative
- Innovative
- Quality Led
- People Orientated
- Customer Focused
- Consumer Focused



Different Kind of Person

Grow Sales is not a Field Marketing Company ...
all of our employees are recruited to deliver a
specific project and are not held on any database.

Our people are...

- Graduate Calibre
- High Personal Impact
- Pro-active
- Problem Solvers
- Creative
- Commercially Aware
- Achievement Orientated
- Confident; Dynamic & Flexible

... And provide you a talent pool for the future



Some of our past Graduates

Position

Company

Owner / Director	Optimum Medical Solutions
National Account Manager	Pernod Ricard UK
Brand Manager	Hendricks Gin / Sailor Jerry PMA Canada
Trade Marketing Manager	Pernod Ricard UK
Brand Manager - Absolut	Absolut Vodka
Revenue Growth Manager	Coca Cola
Account Manager	InBev UK
Marketing Manager	Pernod Ricard UK
Customer Marketing Manager	Reckitt Benckiser
Account Manager	Pepsico
Business Account Manager	Ringwood Brewery
Customer Dev. Manager	Heineken UK
Area Sales Manager	Waverley TBS
Branch Manager	Audi UK
Senior Account Manager	FPP Design Newcastle

Living The Brand



Why Outsource?

Benefits Of Grow

- Resource remains outside of client's headcount
- Grow provide experienced and focused senior people to execute the plan in consultation with existing in-house management team
- Outsourcing to Grow allows the Team to remain independent of internal structures & politics and focus solely on task in hand

Why Outsource?

Benefits Of Grow

- Grow have proven experience in delivering complex outsourced solutions.
- Grow bring extensive experience to the planning & implementation process thus maximising success levels.
- Client doesn't have to manage the resource on a day to day basis – preventing a dilution of existing management resource

A Flexible & Dedicated Partnership



We deliver solutions that meet your 'real' business needs

Our process is a simple one.....

- Consult
- Plan
- Implement
- Review and Appraise

Projects Undertaken

- Field Sales
- Brand Ambassador
- Interim Management
- Sales Operations
- Project Management



ABSOLUT[®]
Country of Sweden
VODKA



★ Heineken[®]



17 99
GREENE KING
BURY ST EDMUNDS

Case Study: Absolut Vodka

Absolut Training Team

- Recruit; train & operate a team of brand ambassadors to train and create brand advocacy in the On Trade.
- Formulate activity plans in conjunction with key stakeholders to create sustainable brand growth
- Implement activity across a wide range of retailers optimising geographical coverage

ABSOLUT[®]
Country of Sweden
VODKA



Case Study: Absolut Vodka

Absolut Training Team

- Retailer coverage and tactical activity combined to drive effectiveness
- Review and shape growth plan with sales & marketing teams
- Trade show's, events, route to market and retailer management levels engaged by team to create a multi-level approach



Case Study: Heineken UK

Brand Development

- On Trade re-launch of Heineken into Scotland via dedicated sales team
- Operated national Brand Impact Team across On & Off-Trade channels
- Provided outsourced BDE's within On Trade sales team
- Integrated team into Heineken in advance of UK purchase of S&N



Case Study: Heineken UK

Premiumisation

- Premium position growth strategy
- Develop price premium versus competition to optimise margin
- Brand credentials & differentiation
 - Imported
 - Natural ingredients
 - Quality of Delivery
 - Always perfectly chilled
- Train bar staff become the 'real' brand ambassadors



Grow focus on a core range of sale drivers to deliver your business objectives

- Availability
- Education
- Training
- Quality
- Visibility
- Promotion
- Customer Relationships
- Outlet Profiling

Key Deliverables include:

- Compliance & Availability
- Active Selling
- Brand Advocacy
- Retail Price Positioning
- Visibility & Communication
- POS Placement
- Guerrilla Tactics
- Data Capture
- Consumer Feedback
- Outlet Profiling & Segmentation
- Proactive Recommendation
- Training & Quality

Use of State of the art IT to provide live and relevant information to key decision makers





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