



## **Seller Profile (MAR4400 Fall 2024)**

**Title:** Breakthru Beverage On-Premise Sales Representative

**Background:** You serve as an On-Premise<sup>1</sup> Sales Representative for Breakthru Beverage, a top-tier beverage wholesaler in North America. You represent a distinguished wine, spirit, and beer brand portfolio, generating more than \$8.5 billion in yearly sales.

Your primary responsibility is to work with our medium-sized existing customer accounts. You assess their current methods of product ordering and introduce them to Breakthru Now, the new digital platform. There are many benefits to move to the digital platform and you have been trained all of them. However, you need to understand what customer accounts need to shift adopt the new processes delivered with the new solution.

You are facing a challenge with a local chain with five locations. The organization is going through changes and your main contact has decided to retire. You had a good relationship with Lee, but he was very slow to adapt to new changes. You do not know new manager that is taking over the bar responsibilities. With any new buyer, you first must build a rapport with them, find out their needs and wants out of the partnership, and determine what changes are being made. You are back to zero with the new person, but you are up to the challenge.

This is an opportunity to expand Breakthru's market share in the account and on their digital platforms and introduce our B2B platform Breakthru Now<sup>2</sup>. Hopefully with the new person is more digitally savvy.

You have arrived to the meeting location and you are coming into the room for the meeting.

**Meeting Objective:**

You have 10 minutes to understand what this current customer needs to shift from traditional methods of handling their wine and spirit business processes to the new cutting-edge solution.

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<sup>1</sup> Locations where Breakthru product is sold for consumption on-site, such as bars or restaurants.

<sup>2</sup> Review presentation included in Canvas.