



**FIU Global Sales Center - Panther Sales Tournament
Leveraging Breakthru Now On-Premise Account**



About me

Orlando Perez

- **FIU Alumni Class of 2003 – International Business and Management**
- **Work Background**
- **Current Role: Sales Manager SFL On Premise for BBG**
- **What do I do?**

Gustavo Ramos

- **FIU Alumni Class of – 2019. Business administration. Certificate in sales & CRM.**
- **Work Background**
- **Current Role: Field Sales Manager On Premise for BBG**
- **What do I do?**

Staci Town

- **BS Marketing – FAU 1998, MBA – Marketing – Capella 2009, MA- Digital Communication – Arkansas State 2024**
- **Work Background**
- **Current Role: Digital Market Manager – Florida for BBG**
- **What do I do?**

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Part 1: Industry Information

Terms to Know

Three Tier System

Brand Categories

Difference Between Wine and Spirit



Who's Breakthru and Why are they needed?

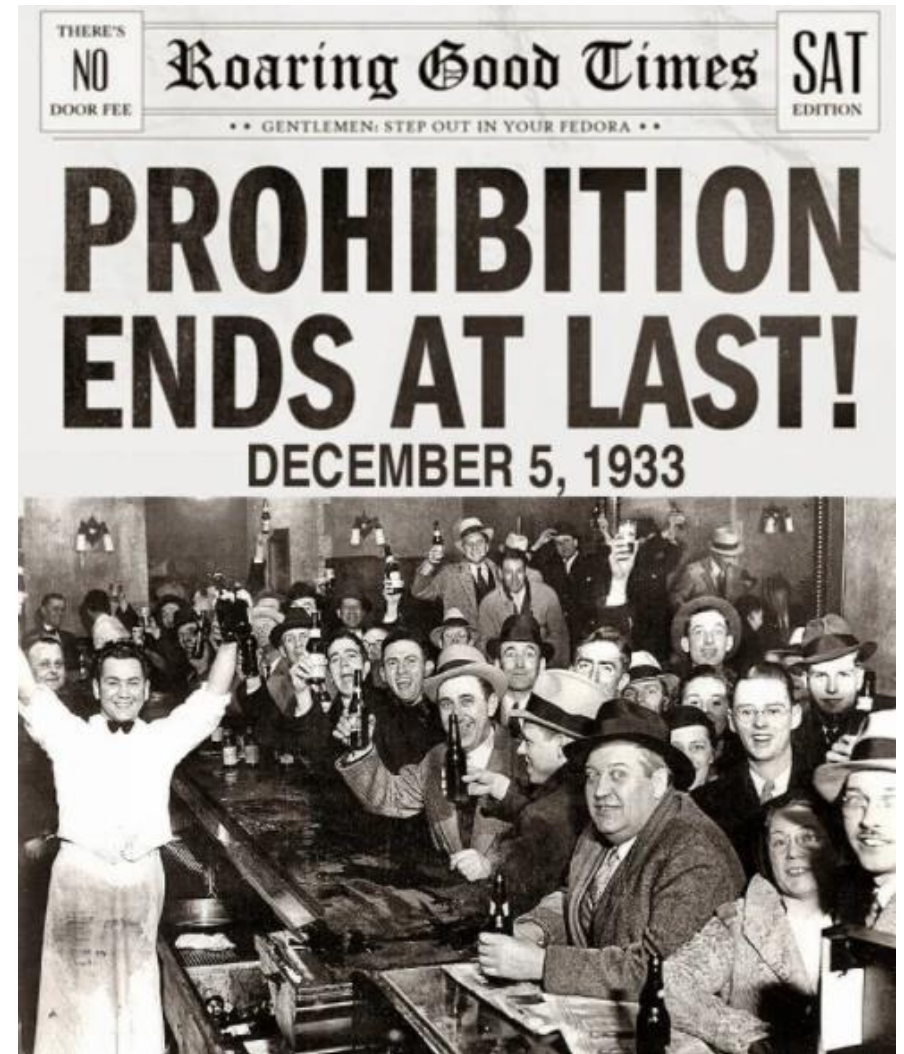


Prohibition

What was Prohibition:

Prohibition, legal prevention of the manufacture, sale, and transportation of alcoholic beverages in the United States from 1920 to 1933 under the terms of the Eighteenth Amendment.





Three-Tier System

The three-tier system is a structure for the sale and supply of alcoholic beverages, which was established in the United States after the end of Prohibition in 1933. The system was intended to prevent some of the problems associated with pre-prohibition alcohol sales, including overconsumption, quality control issues, and links to organized crime. The three tiers are:

- 1. Producers/Suppliers:** This includes breweries, wineries, distilleries, and importers. Producers create the alcoholic products and then sell them to wholesalers. They are not allowed to sell directly to retailers or consumers.
- 2. Wholesalers/Distributors:** Middlemen buy alcoholic products from producers. They store, distribute, and sell the products to retailers. They are also responsible for collecting and paying certain taxes.
- 3. Retailers:** This tier includes bars, restaurants, liquor stores, grocery stores, etc. Retailers buy products from distributors and sell them to consumers.



Terms to Know

Here are some key terms used in the alcohol beverage and wine industry:

- **Distributor:** A person or company buys alcoholic beverages from producers and sells them to retailers.
- **Retailer:** A business that sells alcoholic beverages directly to consumers.
- **On-Premise:** Locations where alcohol is sold for consumption on-site, such as bars or restaurants.
- **Off-Premise:** Locations where alcohol is sold for consumption off-site, such as liquor stores or supermarkets.
- **Three-tier system:** The United States system regulates the sale of alcohol through producers, distributors, and retailers.



Terms to Know (continued)

Here are some additional key terms used in the alcohol beverage and wine industry:

- **WBTG:** Wines by the glass
- **Well:** A brand that an account uses if a customer orders a generic drink, ie. vodka and soda. Accounts have either a premium or low-end well.
- **Call Brand:** A brand a customer calls by the brand name when ordering a drink, ie. Jack and Coke.
- **POS:** Point-of-Sale, branded merchandise, ie. bar mats, napkin caddies, feature cards, etc. Any branded item that promotes brands within the account



Difference Between Wine and Spirit (continued)

Alcohol Content:

1. **Wine** typically has a lower alcohol content, ranging from 5% to 20% Alcohol By Volume (ABV).
2. **Spirits** have a much higher alcohol content, usually between 20% and 80% ABV.

Base Ingredients:

1. **Wine** is typically made from grapes but can also be made from other fruits like apples, peaches, or berries.
2. **Spirits** can be made from a variety of base ingredients, including grains (like in whiskey or vodka), fruit (like in brandy), sugarcane or molasses (like in rum), or agave (like in tequila).



Difference Between Wine and Spirit (continued)

Flavor and Consumption:

1. **Wine** has a wide variety of flavors depending on the type of grape, the fermentation process, and the region where it was made. It's often consumed on its own or with a meal.
2. **Spirits** are typically more robust in flavor and often consumed in smaller quantities, either straight, on the rocks, or used as a base in cocktails.



Part 2: Sales Call Procedure

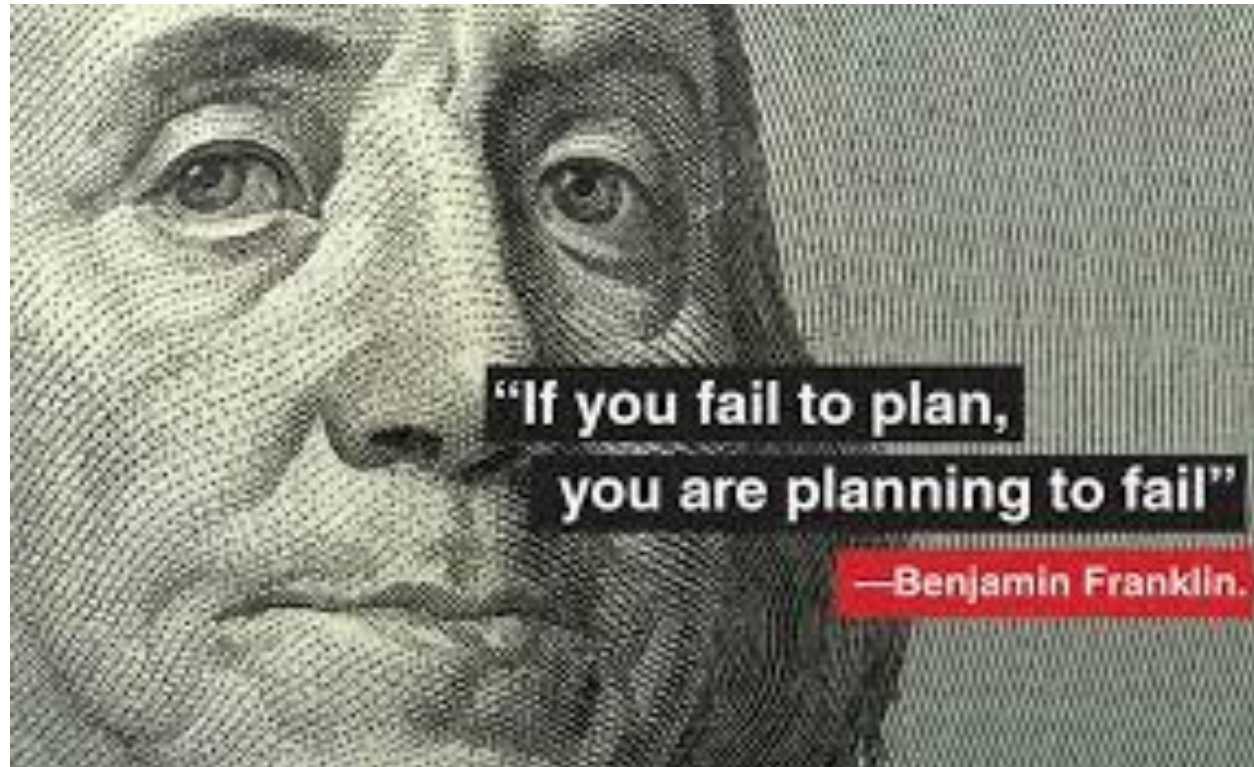
It's essential to have a plan for everything you do. The quantity and quality of the time you spend on an account is vital to you, to the buyer, and to our suppliers.

PLAN, PLAN, PLAN

The question is, are you being productive?



8 Steps to a Sales Call



Eight Steps to a Sales Call

STEP 1: PREPARATION

STEP 2: INTRODUCE YOURSELF

STEP 3: SURVEY & TAKE INVENTORY

STEP 4: SERVICE

STEP 5: ADJUSTING THE SALES PLAN

STEP 6: SALES PRESENTATIONS

STEP 7: ACT ON COMMENTS

STEP 8: RECORD



Steps 1-2

STEP 1: PREPARATION

- Review objectives to be accomplished and activities to perform
- Prepare your sales presentation
- Make sure you have the proper tools needed for an account call
- Be sure to use:
 - Breakthru Now
 - Reports

STEP 2: INTRODUCE YOURSELF

- To the owner, manager, assistant manager, buyer, stock help, or any person in charge or on duty.



Step 3

STEP 3: SURVEY & TAKE INVENTORY

Let's first define each of these unique activities contained within the same step:

Survey:

The determination of opportunities for brands, items or concepts within a specific category of an account (back bar, wine list, by the glass, shelf, cold box, displays, merchandising opportunities, etc.) that provides a competitive edge.

Take Inventory:

The review of currently stocked items from your portfolio allows for the building of an account order.



Step 3 (Continued)

STEP 3: SURVEY & TAKE INVENTORY (continued)

Every Sales Call Survey

- Distribution
- Sales Opportunities
- POS / Promotions
- Competitive Activity

On-Premise

- Well Distribution
- Back Bar
- Cocktail/Wine List
- WBTG Programs
- House Pour
- Kitchen/Cooking
- Sales opportunities
- Out-of-stocks
- Reserve Stock
- Condition of Products
- P.O.S. Use
- Competitive Activity
- Competitive Prices
- New products

RECORD OPPORTUNITIES!



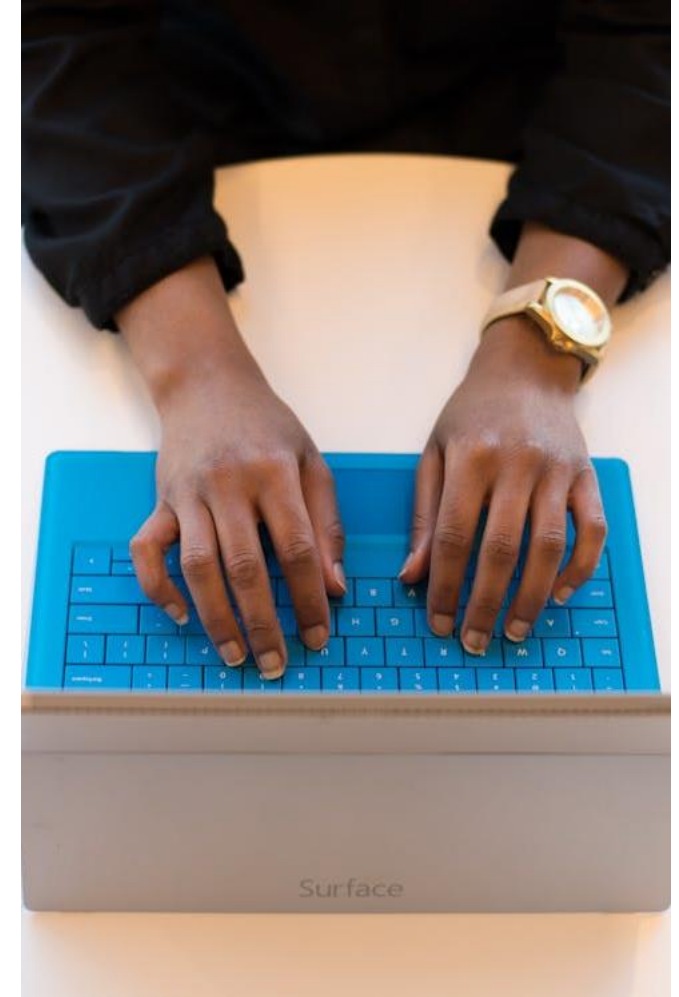
Steps 4-5

STEP 4: SERVICE

- Remove old P.O.S. and replace with clean and current material
- Make sure features and menu prints are current

STEP 5: ADJUST SALES PLAN

- Review account situation and sales plan
- Adjust sales goals in order of priority
- Adjust sales plan to current account conditions
- Consider probable objections
- Act on sales opportunities



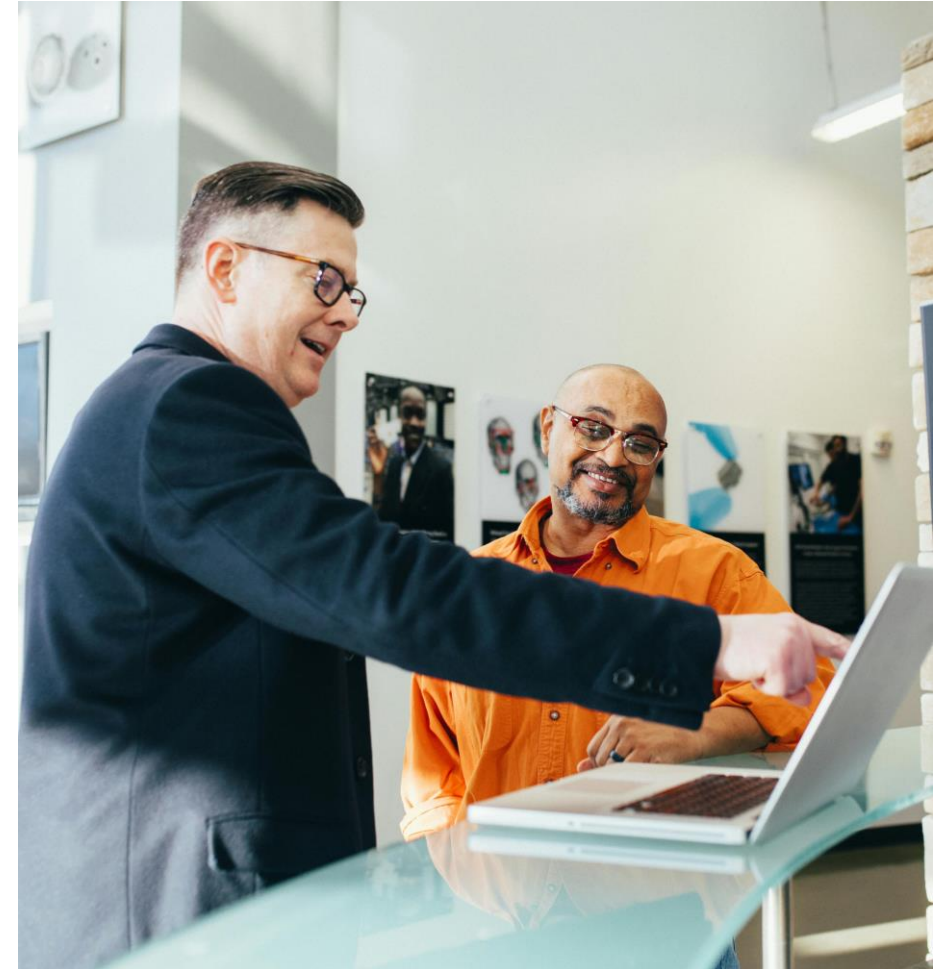
Steps 6-7

STEP 6: SALES PRESENTATIONS

- Use sales presentation techniques
- Use visuals and sales presentations
- Use the features in **BREAKTHRU NOW**
- Use P.O.S. and samples
- Ask for the order: “SELL THE BOOK!”

STEP 5: ACT ON COMMENTS

- Take action on correctable conditions now
- Do as much as possible on each call

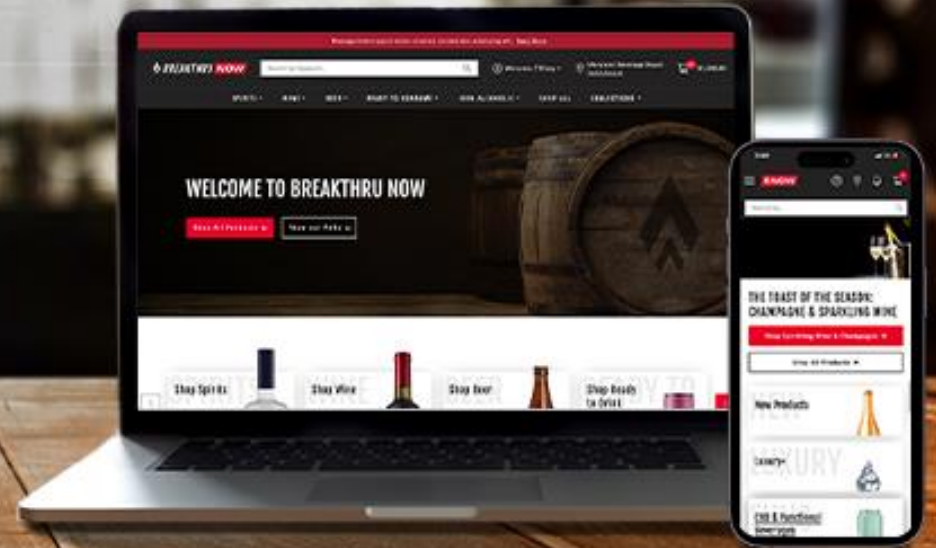


Step 8

STEP 8: RECORD

- Note results of accounts call
- Set objectives for the next call now
- Plan follow-up on monthly calendar if needed
- Note relevant information for competitive activity, pricing opportunities, etc.







Part 3: Product Knowledge

- **Time Savings:** Breakthru Now makes ordering easy. Customers can shop at their convenience 24/7
- **Pricing Visibility:** Customers will see **frontline, NPS, and quantity discount levels** – more to come.
- **Discovery:** Easily navigate Breakthru's **full product catalog**. Timely and relevant product suggestions.
- **Efficiency:** Review current and past Breakthru Now orders. Quickly build and save reoccurring orders. (**Pay Now** – review and pay all invoices).

**BREAKTHRU NOW IS OUR CUSTOMERS ECOMMERCE SOLUTION
TO MANAGE THEIR BUSINESS ANYTIME, ANYWHERE**

**SHOPPING
INSIGHTS**
Maximize your competitive advantage with
Shopping Insights on BREAKTHRU NOW.
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Digital Terms to Known

- **B2B:** Business to Business online transactions.
- **B2C:** Business to Consumers. Any online transactions such as sales, advertisement, social media, etc.
- **Omnichannel:** the seamless integration of branding, messaging, and online and offline touchpoints as consumers move down the sales funnel, enabling a more impactful customer experience.
- **Social Selling:** sales strategy that involves using social media to connect with potential customers, build relationships, and generate leads.



Why Digital Integration?

- **Our customers' digital presence is an opportunity to maximize brand awareness & sales for BBG**
- **Social media has the ability to influence the buying behavior of customers**
 - Includes content, visuals, promotions, and influencers
 - Customers are 4 times more likely to spend more on purchases
 - 29% of consumers are more likely to make a purchase on the same day of using social media



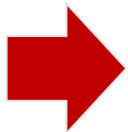
Why Digital Integration? (continued)

85% of consumers want businesses to be active on social media

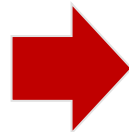
71% of social media users say they are more likely to purchase products seen on social media

45% more sales opportunities when you use social selling

Product digital feature



Customer recognition and demand



Increase Sales



Social Media & Social Selling

- **Social media posts are the digital equivalent of:**
 - Bartender suggestions
 - Table tents
 - Chalkboard features
 - Wine & cocktail list features
- **Check their social media before a sales call!**
 - Are they active on social media?
 - What platforms do they use?
 - Do they post frequently?
 - Do they call our brand name>
Do they use stock photos or do they create their own content?
 - Getting a feel for how customers run their pages will help you to recommend the right assets!



Part 4: Conversion Task Project & Objectives

Project Overview:

- The project will aim to pitch why current customers would benefit from changing to a digital platform (Breakthru Now) for ordering and beverage alcohol business management from traditional methods they use today.

Project Objectives:

- Create a framework to increase customer adoption of the digital platform, resulting in improved efficiency and convenience for both customers and the alcohol distribution company
- Create a preview of how Breakthru Now will enhance customer experience by providing a user-friendly and streamlined digital ordering and transactional business management solution.
- Show how Breakthru Now will Maximize sales opportunities and revenue through increased customer engagement and retention

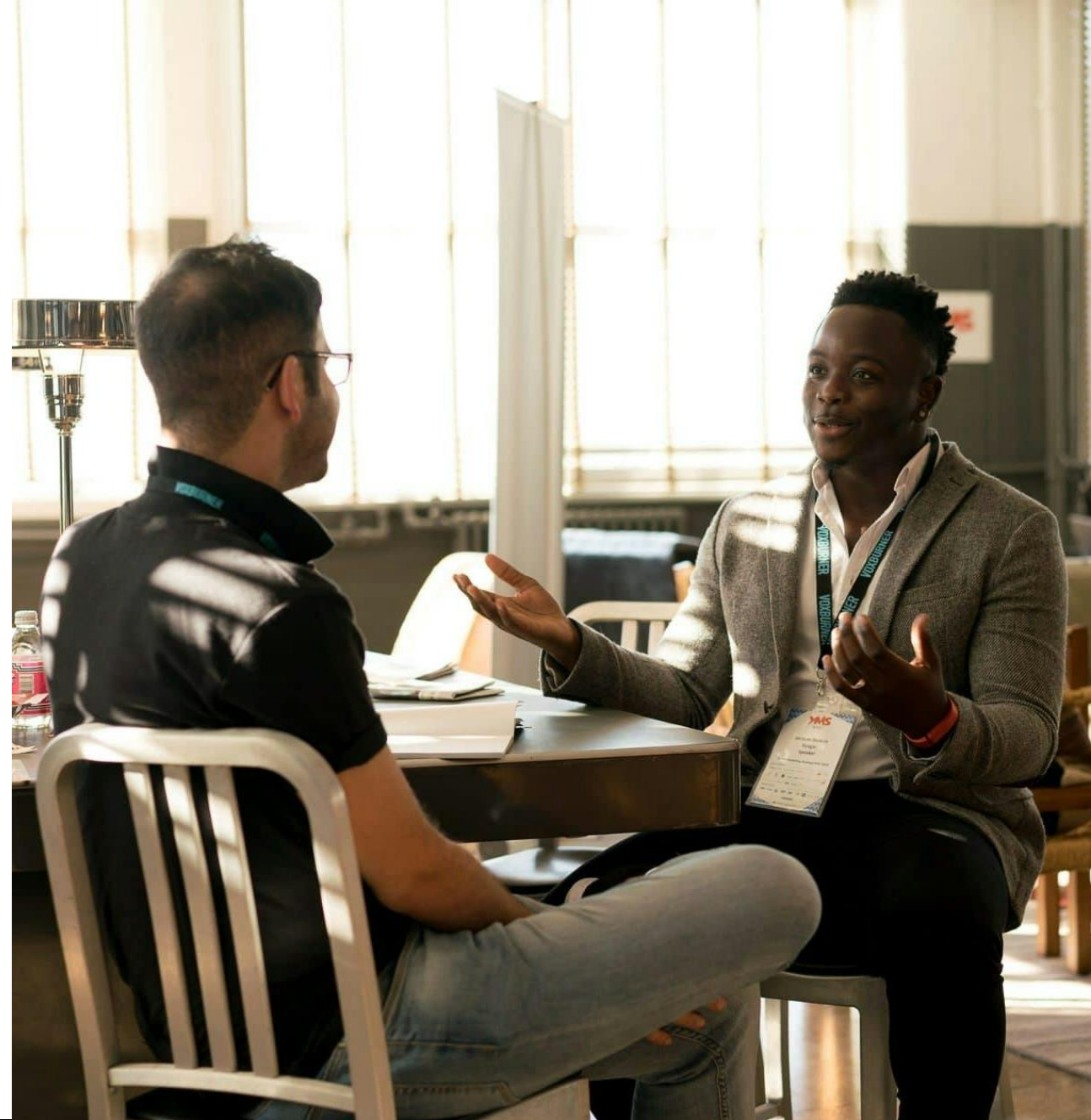


Part 5: Role Play

INFORMATION FOR THE SELLER

SELLER'S GOALS

NEXT STEPS



INFORMATION FOR THE SELLER:

Seller Profile (MAR4400 Fall 2024)

Title: Breakthru Beverage On-Premise Sales Representative

Background: You serve as an On-Premise 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. Hopefully with the new person is more digitally savvy.



Seller Goals & Next Steps

SELLER'S GOALS

During your 10-minute call, your objectives are as follows:

- Develop a relationship with the buyer while understanding their daily hurdles
- Pinpoint challenges concerning Digital Awareness, E-Commerce Knowledge, Prompt Billing, and Time Management.
- Grasp the decision-making process for selecting spirits and wine brands for the backbar, wine selections, and wells, and how data and insights are employed to secure a competitive edge.
- Evaluate if there's any hesitance to tackle current demands and challenges with a digital platform.

NEXT STEPS

Schedule a second meeting to continue the conversation and present a solution.



Opportunities at Breakthru For You



Active Leadership Development Program Openings for 2025

www.breakthrubev.com/careers

SALES LDP – CURRENTLY RECRUITING

Location:

Tampa, FL, Miami, FL, Washington D.C, Middle River, MD Charleston, SC, Denver, CO

OPERATIONS LDP – CURRENTLY RECRUITING

Locations:

Tampa, FL, Cicero, IL, Denver, CO



Graduating Undergraduate Senior
attending a 4-year College or
University

Interested in Sales or Operations
Leadership

To Qualify to be a
Breakthru Leadership
Development
Candidate...

Minimum College GPA
of 3.0

Geographically Mobile



CHECK-IN & STAY CONNECTED



Appendix



RESOURCE GUIDE

[Click here for Breakthru Now Sell Sheet & FAQs](#)

[Click here for Breakthru Now - Handling Objections](#)

[Click here for Breakthru Now - Features List](#)

[Click here for Breakthru Now - Pricing & Deals Sell Sheet](#)

[Click here for Breakthru Now - Self Registration Sell Sheet](#)

[Click here for Breakthru Now - Shopping Insights](#)



Part 6 : Appendix - Terms to Know

Here are some key terms used in the alcohol beverage and wine industry:

ABV (Alcohol By Volume): This term is used to measure the alcohol content in a beverage. It is calculated as a percentage of the total volume.

Varietal: This refers to the type of grape used in wine production, such as Chardonnay, Merlot, or Cabernet Sauvignon.

Vintage: The year that the grapes were harvested for a particular bottle of wine.

Sommelier: A trained and knowledgeable wine professional, often working in fine restaurants, who specializes in all aspects of wine service as well as wine and food pairing.

Terroir: A French term used to describe the natural environment in which a particular wine is produced, including factors such as soil, topography, and climate.



Terms to Know (continued)

Tannins: These are naturally occurring compounds that exist in grape skins, seeds, and stems. They add bitterness, complexity, and structure to the wine, and are a key component in red wine.

Blend: A wine made from more than one grape varietal.

Fermentation: The chemical process by which yeast converts the sugars in grapes into alcohol, creating wine.

Craft beer: A type of beer made in a traditional or non-mechanized way by a small brewery.

Mixology: The art or skill of preparing mixed drinks.





BREAKTHRU

BEVERAGE GROUP

THANK YOU!

