

FACE2FACE OPPORTUNITIES

Promote and sell your products whilst
educating our teams directly.



INTERACTIVE SALES/SUPPLIER SESSIONS

Hosted at the end of each quarter on site in Staverton and Ilkeston, this is an opportunity for our **60+ Sales, Telesales and Marketing teams** to learn more about specific suppliers and any news or NPD they can take to their customers, to promote and sell your products.

How?

- Attend our depot and talk us through your product points of difference and value for our customers.
- Bring samples to demonstrate taste testing & so that sales reps can take them for customers to trial.

Bring your
point of
difference front
of mind and
grow your
reach within
Creed.



‘INTERACTIVE SUPPLIER MEETING’ LOCATIONS

The Food Innovation Center, Gloucestershire

Unit 600-700 Commerce Road, Ashville Business Park, Cheltenham Road East, Churchdown, GL2 9QJ

Ilkeston Depot, Derbyshire

Manners Industrial Estate, Manners Avenue, Ilkeston, DE7 8EF

The Clitheroe Kitchen, Lancashire

Ribble Valley Enterprise Park, North Road, Barrow, BB7 9QZ

Newton Abbot Depot, Devon

Unit 1-3 Ugbrooke Business Park, Kingsteignton, TQ12 3RX

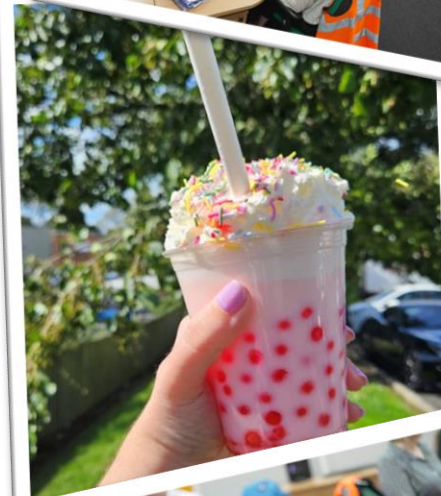
The York Kitchen, Yorkshire

Derwent Valley Estate, Common Road, Dunnington, York, YO195PD



TELESALES RA-RA & FOCUS WEEK

- **Focus week:** Engage with our 20+ strong Telesales team for a weeklong focus on your products.
- **Ra Ra day:** Within the focus week, on one day the teams will be targeted with selling your products and promoting your brand. Promotional pricing and Telesales incentives are required to run this activity.



TELESALES AND RA-RA LOCATIONS

Ilkeston, Derbyshire

Manners Industrial Estate, Manners Avenue, Ilkeston, DE7 8EF

Clitheroe, Lancashire

Ribble Valley Enterprise Park, North Road, Barrow, BB7 9QZ

Newton Abbot, Devon

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SAMPLING CAMPAIGN

- Target non-stockists by highlighting your products in our customer base. 10 customers of your chosen sector are selected to be targeted by our telesales team and sent a free sample box on their next order. Our telesales team will follow up for feedback and sales conversions.

On average this
generates a

20%

penetration rate
from customers
ordering sampled
stock.

