

**You and your sales reps have less leverage
& control in the sales process than any
other time in history**



**IT'S TIME TO ADAPT
OR RISK FALLING BEHIND**





Several factors have shifted over the years:

Number of products in the market has increased dramatically

Distributor consolidation has created a lopsided ratio of distributors to brands

Self-service ordering gaining traction with buyers

Lack of communication structure between accounts and reps

**SO HOW DO YOU
SUCCEED NOW?**

**Adopt technology to facilitate the right
activities and effectively act on them.**

LOOK FOR THIS IN YOUR TECH:

Automated ——— saves time on processes

Focused ——— right products & activities, right time

Informed ——— calculated & strategic direction



It's not necessarily the best product that wins,

IT'S THE BEST EXECUTION



Go beyond calling on the market:

Perform strategic activities

Measure success of initiatives

Facilitate opportunities that bring
value to your business



Even though the beverage industry is traditionally built on **relationships**, perhaps what's become more important is the **quality of interactions** with those relationships. The addition of technology exposes **opportunities** for higher value returns.

YOU NEED

A TOOL THAT WORKS *FOR YOU*



YOUR SALES PROCESS SHOULD BE:

Intelligent — analytics that show the right opportunities

Streamlined — everything all in one place

Measurable — quick and relevant reporting

GREATVINES IS THIS ALL-IN-ONE SOLUTION



**We deliver an actionable
execution roadmap to manage
your sales process**



WHY DID WE CREATE GREATVINES?

Many of us worked for suppliers and distributors. We knew then what it took to succeed, but **we didn't have the tools** to do our jobs well.



SO WE BUILT WHAT WE NEEDED.



And now, 12 years later:

Trusted by Suppliers and Distributors globally

Proven sales strategies and methods

A team with extensive industry knowledge

Progressive, cloud-based technology

***ARE YOU READY TO TAKE GREATER
CONTROL OF YOUR SALES PROCESS?***

