SALES STRATEGY

PRODUCT | SECTOR

PROJECT TEAM

SALES LEAD: Nate Franck

INSIDE SALES: Jacob Hacker

MARKETING: Sarena Krueger

START ▷

USE TO NAVIGATE

For Internal Use Only

THE SUCCESS OF EACH CAMPAIGN
IS DRIVEN BY YOUR TRUST IN THE PROCESS

SELECT THE PROCESS

NEW PRODUCT

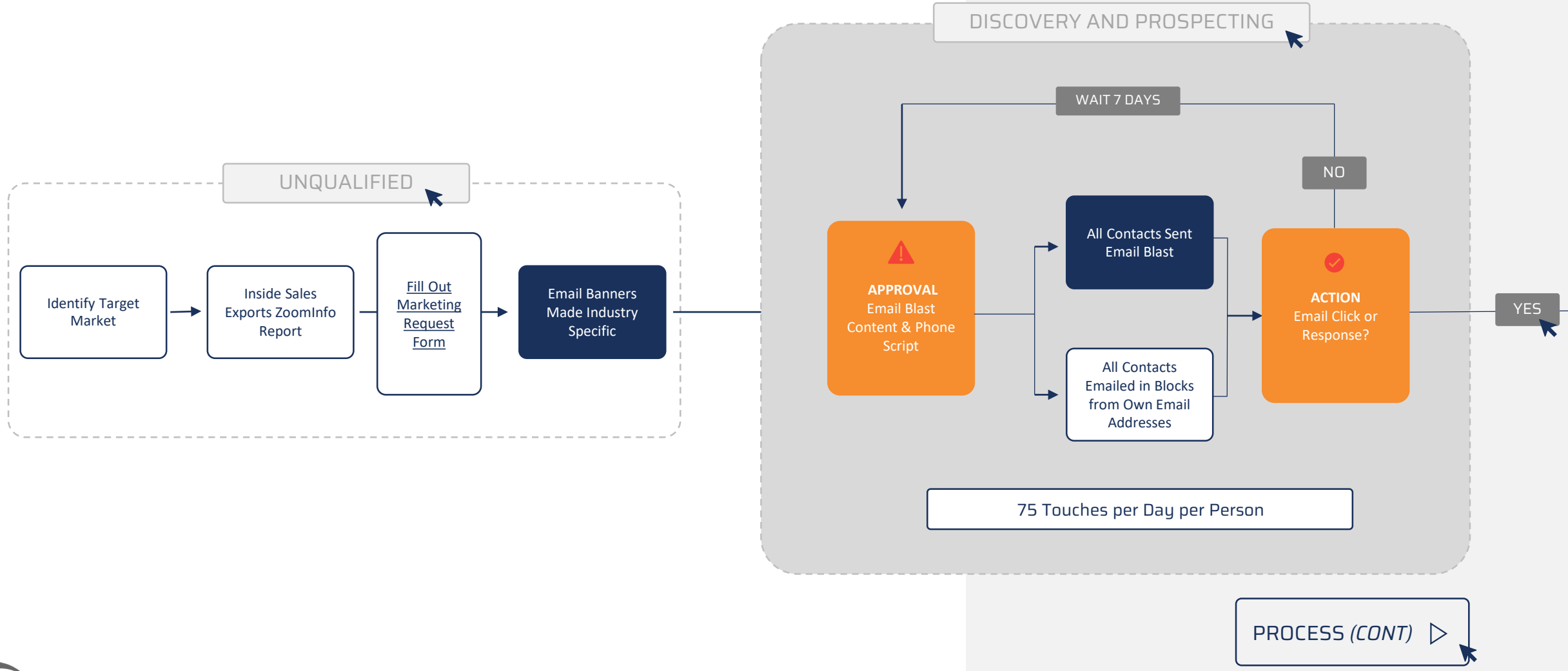
EXISTING PRODUCT

KRUGER FAMILY INDUSTRIES

SALES | MARKETING

SALES PROCESS | EXISTING PRODUCT

USE TO NAVIGATE



PROCESS *(CONT)*

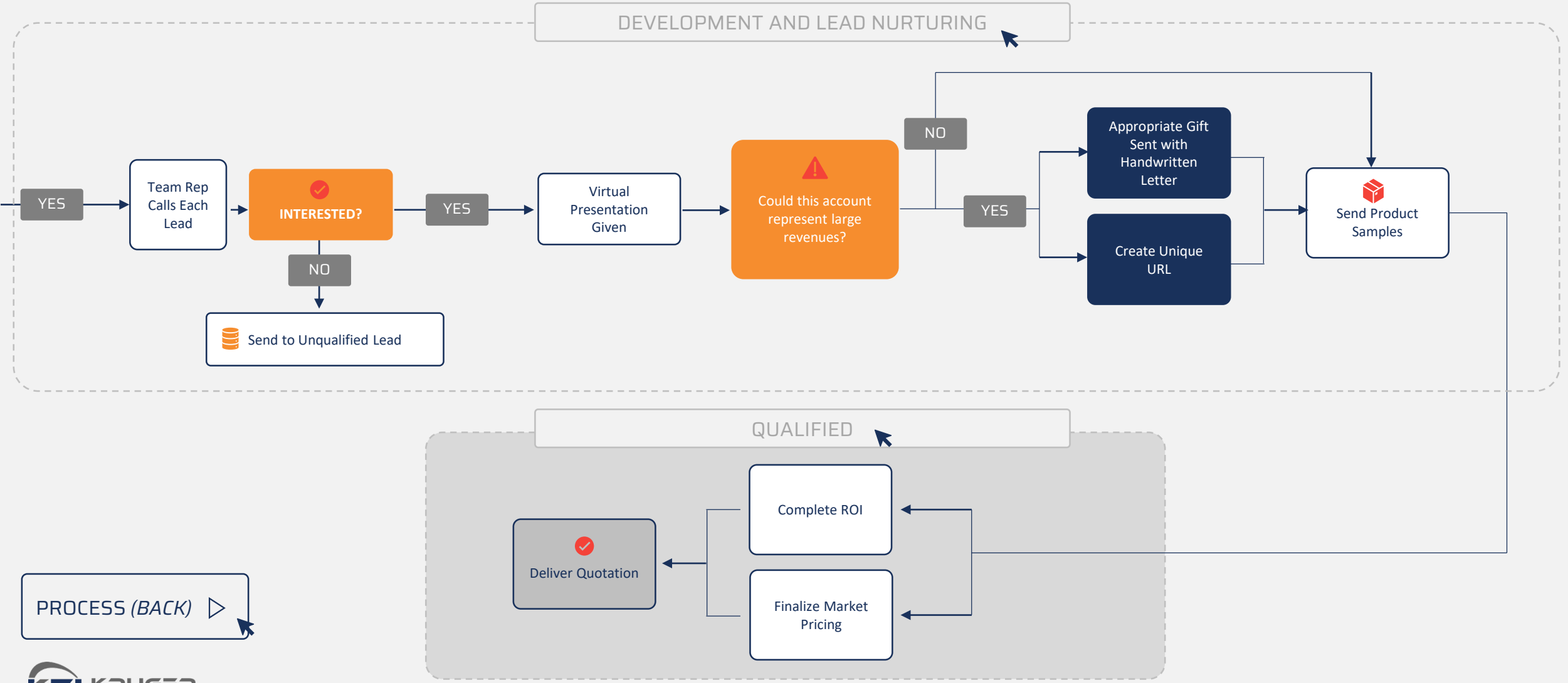
KRUGER FAMILY INDUSTRIES

For Internal Use Only

SALES | MARKETING

SALES PROCESS | EXISTING PRODUCT

USE TO NAVIGATE



KFI KRUGER FAMILY INDUSTRIES

For Internal Use Only

UNQUALIFIED

MARKETING SAMPLES

YOUR TOOLBOX

salesforce zoominfo

BACK TO PROCESS

For Internal Use Only

DISCOVERY AND PROSPECTING

SAMPLE EMAIL CONTENT

SUBJECT LINE IDEAS:

TriEnda Update: We Know Retail Delivery
Optimal Shipping Platform for [COMPANY NAME]?
TriEnda Has it
Manage Holiday Returns with TriEnda
2021 Bass Pro's year – Let TriEnda Help
New Retail Solutions for [Walmart]

CONTENT IDEAS:

TriEnda
Upgrading the Experience™

Hello,

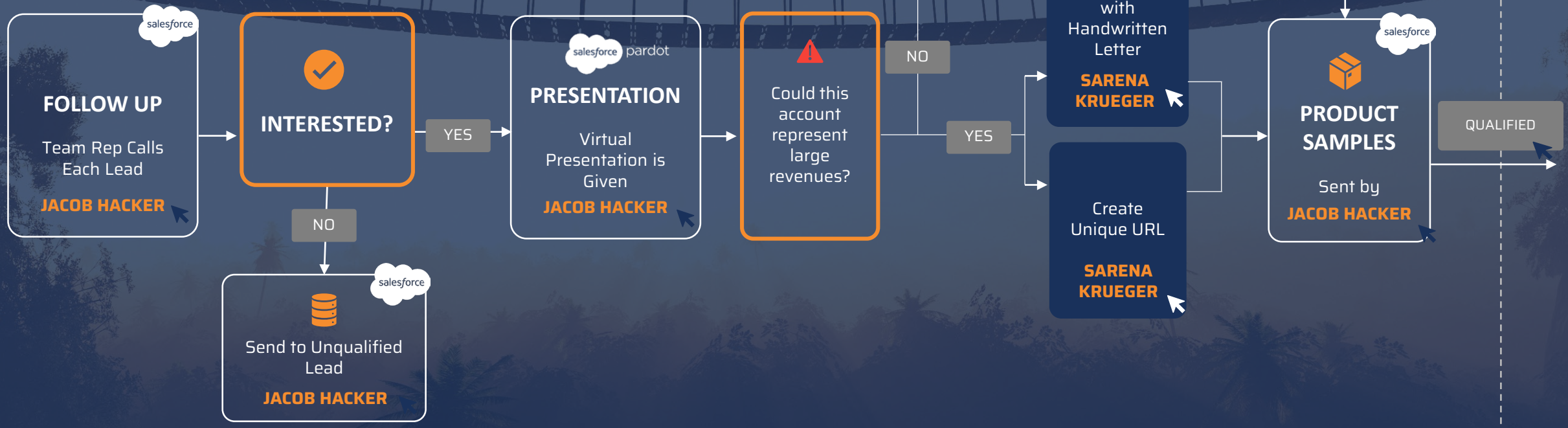
TriEnda works with leaders like yourself to help maximize warehouse efficiencies, lower operational costs and increase sustainability through the use of our reusable assets. We have had success converting large retailers across the country (Kroger, Nordstrom, ACE Hardware, UNFI), saving them an average of $250k per Distribution Center.

As your schedule permits, I suggest we invest 45 minutes to an hour to discuss your specific goals and the potential to leverage these results within your facilities.

Do you have availability for a short call 11/5 in the morning or 11/6 in the afternoon?

All the Best,

DEVELOPMENT AND LEAD NURTURING



YOUR TOOLBOX

salesforce | salesforce pardot | ORACLE NETSUITE

BACK TO PROCESS

For Internal Use Only

QUALIFIED

qualtrics.XM

COMPLETE ROI

JACOB HACKER
NATE FRANCK

qualtrics.XM

FINALIZE MARKET PRICING

JACOB HACKER
NATE FRANCK

DELIVER QUOTATION

JACOB HACKER
NATE FRANCK

YOUR TOOLBOX

salesforce qualtrics.XM ORACLE NETSUITE

BACK TO PROCESS

For Internal Use Only

NATE FRANCK | SALES LEAD

1

IDENTIFY TARGET MARKET & TEAM MEMBERS

Project team must be clearly established first. Activities and task responsibilities must be assigned.

2

APPROVAL

Email content and phone script must be finalized & approved by project lead FIRST.

3

qualtrics.XM

COMPLETE ROI

4

qualtrics.XM

FINALIZE MARKET PRICING

5

DELIVER QUOTATION

BACK TO PROCESS

For Internal Use Only

JACOB HACKER | INSIDE SALES

1

EXPORT ZOOMINFO REPORT

Utilize ZoomInfo to gather credible contact information.

2

FILL OUT MARKETING REQUEST FORM

It will be reviewed within two business days.

SEND REQUEST

3

EMAIL ALL CONTACTS

In blocks, using your own email address.

4

EMAIL CLICK OR A CALL RESPONSE

Inside Sales to follow-up on clicks and responses.

5

FOLLOW UP

Team Rep Calls Each Lead

6

Send Unqualified Lead To SalesForce

7

PRESENTATION

Virtual Presentation is Given

8

SEND PRODUCT SAMPLES

9

COMPLETE ROI

11

FINALIZE MARKET PRICING

12

DELIVER QUOTATION

BACK TO PROCESS

SARENA KRUEGER | MARKETING

1

MARKETING

Industry Specific Email Banners
New communications copy
Ad creative

2

Targeted Email Campaigns Sent to all Contacts

mailchimp

3

Appropriate Gift Sent with Handwritten Letter

4

Create Unique URL

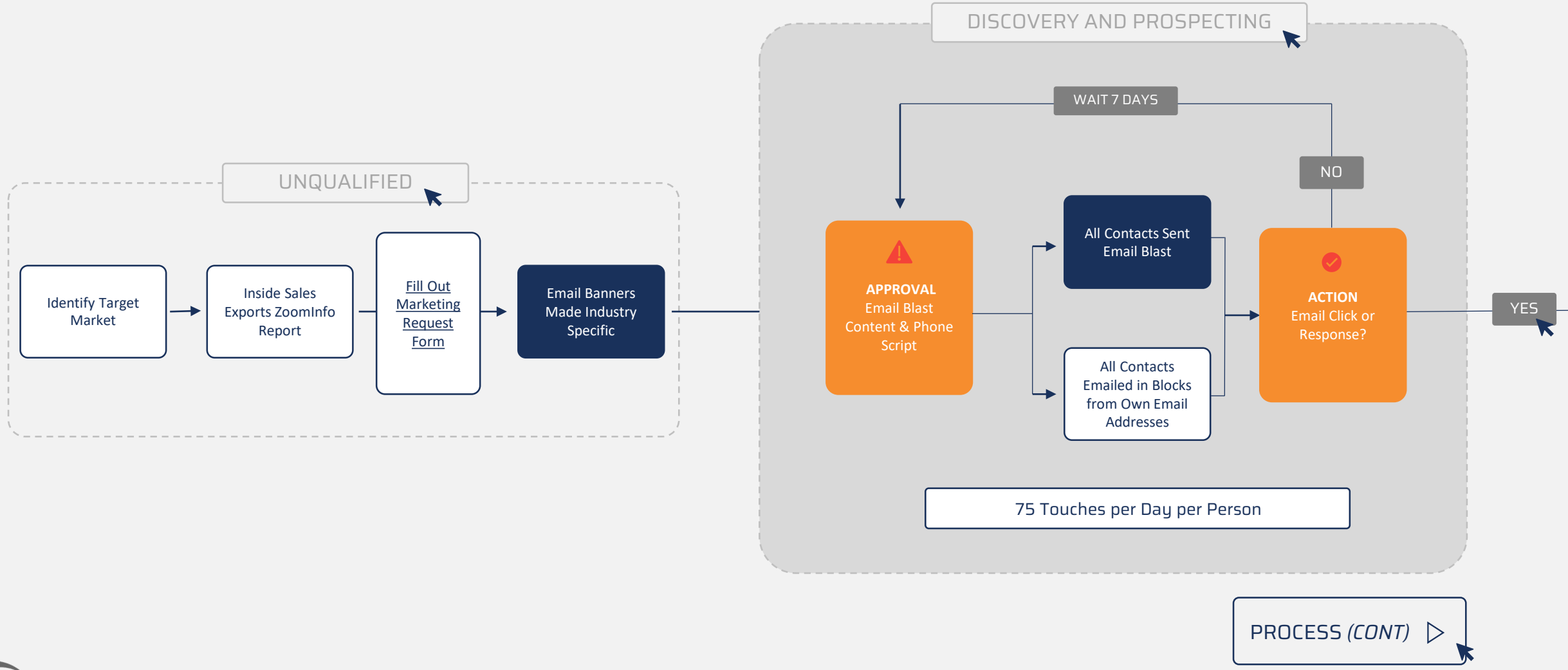
BACK TO PROCESS

For Internal Use Only

SALES | MARKETING

SALES PROCESS | NEW PRODUCT

USE TO NAVIGATE



PROCESS *(CONT)*

KRUGER FAMILY INDUSTRIES

For Internal Use Only

SALES | MARKETING

SALES PROCESS | NEW PRODUCT

USE TO NAVIGATE

DEVELOPMENT AND LEAD NURTURING

YES

Team Rep Calls Each Lead

INTERESTED?

NO

Send to Unqualified Lead

YES

Virtual Presentation Given

Could this account represent large revenues?

NO

YES

Appropriate Gift Sent with Handwritten Letter

Create Unique URL

Send Product Samples

QUALIFIED

Complete ROI

Finalize Market Pricing

Deliver Quotation

PROCESS *(BACK)*

KRUGER FAMILY INDUSTRIES

For Internal Use Only

UNQUALIFIED

MARKETING SAMPLES

YOUR TOOLBOX

salesforce zoominfo

BACK TO PROCESS

For Internal Use Only

SAMPLE EMAIL CONTENT

SUBJECT LINE IDEAS:

TriEnda Update: We Know Retail Delivery
Optimal Shipping Platform for [COMPANY NAME]?
TriEnda Has it
Manage Holiday Returns with TriEnda
2021 Bass Pro's year – Let TriEnda Help
New Retail Solutions for [Walmart]

CONTENT IDEAS:

TriEnda
Upgrading the Experience™

Hello,

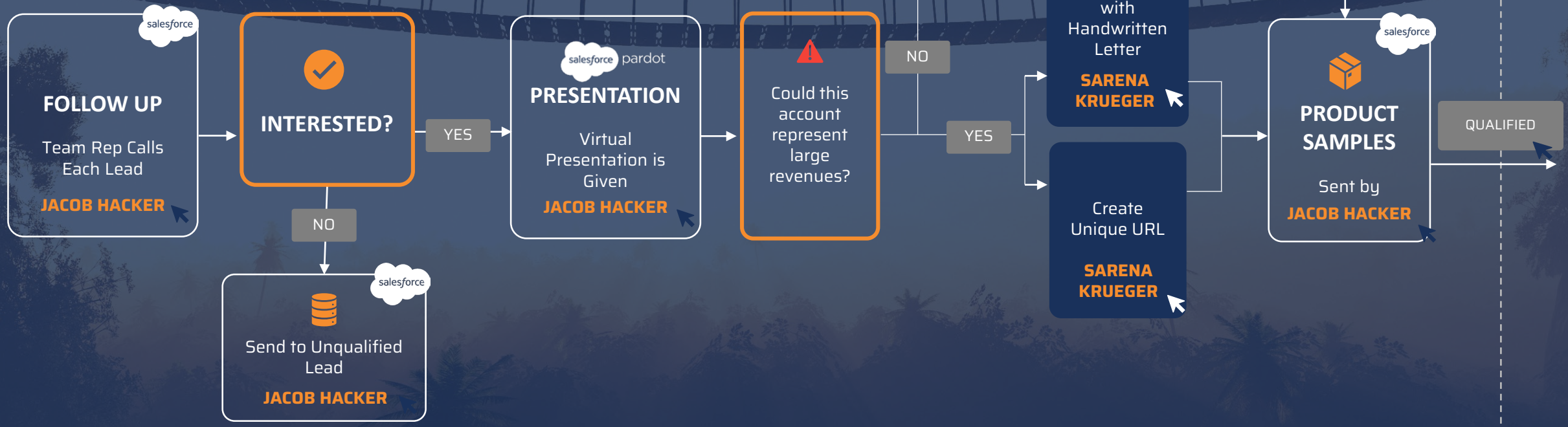
TriEnda works with leaders like yourself to help maximize warehouse efficiencies, lower operational costs and increase sustainability through the use of our reusable assets. We have had success converting large retailers across the country (Kroger, Nordstrom, ACE Hardware, UNFI), saving them an average of $250k per Distribution Center.

As your schedule permits, I suggest we invest 45 minutes to an hour to discuss your specific goals and the potential to leverage these results within your facilities.

Do you have availability for a short call 11/5 in the morning or 11/6 in the afternoon?

All the Best,

DEVELOPMENT AND LEAD NURTURING



YOUR TOOLBOX

salesforce · salesforce pardot · ORACLE NETSUITE

BACK TO PROCESS

For Internal Use Only

QUALIFIED

qualtrics.XM

COMPLETE ROI

JACOB HACKER
NATE FRANCK

qualtrics.XM

FINALIZE MARKET PRICING

JACOB HACKER
NATE FRANCK

DELIVER QUOTATION

JACOB HACKER
NATE FRANCK

YOUR TOOLBOX

salesforce qualtrics.XM ORACLE NETSUITE

BACK TO PROCESS

For Internal Use Only

NATE FRANCK | SALES LEAD

1

IDENTIFY TARGET MARKET & TEAM MEMBERS

Project team must be clearly established first. Activities and task responsibilities must be assigned.

2

APPROVAL

Email content and phone script must be finalized & approved by project lead FIRST.

3

qualtrics.XM

COMPLETE ROI

4

qualtrics.XM

FINALIZE MARKET PRICING

5

DELIVER QUOTATION

BACK TO PROCESS

JACOB HACKER | INSIDE SALES

1

EXPORT ZOOMINFO REPORT

Utilize ZoomInfo to gather credible contact information.

2

FILL OUT MARKETING REQUEST FORM

It will be reviewed within two business days.

SEND REQUEST

3

EMAIL ALL CONTACTS

In blocks, using your own email address.

4

EMAIL CLICK OR A CALL RESPONSE

Inside Sales to follow-up on clicks and responses.

5

FOLLOW UP

Team Rep Calls Each Lead

6

Send Unqualified Lead To SalesForce

7

PRESENTATION

Virtual Presentation is Given

8

SEND PRODUCT SAMPLES

9

COMPLETE ROI

11

FINALIZE MARKET PRICING

12

DELIVER QUOTATION

BACK TO PROCESS

For Internal Use Only

1. SARENA KRUEGER | MARKETING

1

MARKETING

Industry Specific Email Banners
New communications copy
Ad creative

2

Targeted Email Campaigns Sent to all Contacts

salesforce pardot

3

Appropriate Gift Sent with Handwritten Letter

4

Create Unique URL

BACK TO PROCESS

For Internal Use Only