



BECOMING A MORE EFFECTIVE SALES MANAGER IN THE NATURAL & SPECIALTY CHANNEL

SEMINAR AND NETWORKING EVENT

“Good for Your Company, Great for Your Career”

PRESENTS

A TWO-DAY SEMINAR & NETWORKING EVENT

December 12, 2023
December 13, 2023

8:00am - 4:30pm
Boston, MA

You're welcome to take them together or separately

SPONSORS



DAY 1 DECEMBER 12TH

01	All	Pre-Event Networking*
02	Bob Burke	Budgeting and Planning
03	John Maggiore	Pricing and Margins Review
04	John Maggiore	Working with Distributors
05	Aaron May, UNFI UpNext	Introduction & overview of UpNext at UNFI
06	Bob Burke	Working with Brokers
07	Ed Attubato & Joe Marinelli from Stop & Shop	Succeeding at Stop & Shop
08	Sarah Dorey, Synergy Sales Consulting	Succeeding at Wal-Mart
09	Kathy Sullivan, JOH	Building Sales in the Alternate Channel
10	Tony Bass, CSO, King Arthur Baking	Lessons from a Veteran Sales Leader

DAY 2 DECEMBER 13TH

01	Bob B. & John M.	Trade Spending & Deductions
02	Greg Filler, SPINS	Using syndicated data to understand your business, pitching and category reviews
03	John Raiche, SVP UNFI	Optimizing your business with UNFI
04	Betsy Gillette, Synergy Sales	Succeeding at Whole Foods
05	Holly Long, Whole Foods	Role of a Whole Foods Forager
06	Betsy McGinn, McGinn eComm	Strategies for eComm and Amazon
07	TJ Varecka, KMGIT Group	Succeeding at Target
08	John Maggiore	Effective Sales Calls

Comprehensive Q&A Both Days

NATURAL PRODUCTS CONSULTING
978-886-1052
Bob@NaturalConsulting.com
www.NaturalConsulting.com

In order to maximize networking opportunities, we will be holding a beer-wine reception after the Day 1 session, at the Nutter McClennen Fish office.

ALL ATTENDEES WHO ARE REGISTERED FOR DAY 1 AND/OR DAY 2 ARE INVITED TO ATTEND.

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LED BY BOB BURKE & JOHN MAGGIORE

Bob Burke is co-author of *The Natural Products Field Manual, 9th Edition*. He is a consultant specializing in bringing natural, organic and specialty products to market across all channels since 1998 and former VP of Sales and Corporate Development at Stonyfield Farm. He has prepared numerous business plans, assisted in fundraising, and advised clients on growth and exit strategies.

He serves on the board of directors of EcoFish, King Arthur Baking (Chair), Uncle Matt’s Organic, Saffron Road, and Walden Mutual Bank. He has an MBA from Babson College. Please visit www.NaturalConsulting.com.

John Maggiore of **Maggiore Sales & Marketing** is a leading broker and consultant of Natural and Specialty products into the mainstream grocery channel. John has worked with some major brands including Pirate’s Booty, Vita Coco Coconut Water, siggi’s Yogurt, Bear Naked, Justin’s, and more. He is the former Category Manager of Natural Products at Stop & Shop.

Please Consider:

The most common complaint from brokers is “we work with 40-50 regional ornational sales managers and maybe 4-5 know what they are doing” The most frequent comment from supermarket buyers is “too many companies from the natural and specialty channel come and just don’t know the landscape—they haven’t done their homework.”

What’s it worth to make your sales effort dramatically more effective...the equivalent of a few days’ pay? A small fraction of what you are paying in trade spending, ads, allowances, slotting, free goods, etc.?

BONUS!

Register for seminar and save \$500 on the full The Natural Products Field Manual, Ninth edition package Please see www.NaturalConsulting.com for more info on publications.

REGISTRATION FORM: email to Bob@NaturalConsulting.com

Day 1 Day 2 Both Days Seminar Add The Natural Products Field Manual package

Name: _____

Company: _____ Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Check enclosed, payable to “**Natural Products Consulting Institute**”

Credit Card #: _____ Exp. Date: _____ CVV: _____

Signature: _____

Seminars to be held at: Nutter McClennen Fish LLP, 155 Seaport Blvd, Boston, MA 02210

Yotel Boston
65 Seaport Boulevard
Boston, MA 02210
(617) 377-4747

Special hotel rate of **\$139/night** if you Mention “Natural Products Consulting Room Block” or click on link

[Natural Products and Consulting Group - YOTEL Boston Seaport](#)

This hotel is a short cab ride from Boston’s Logan Airport

DAY 1: \$ 699

DAY 2: \$ 899

EARLY BIRD DISCOUNT

Reserve by November 30 and **SAVE \$100 OFF Each Seminar!**

Additional people from the same company can attend at \$100 off per above. **Use code SALESSAVEW2 on website or note below.**

SPECIAL PRICING

Register for both days by **November 30th** and pay **\$1,099** - a savings of nearly **\$500!**

If you are thinking of sending 5 or more people from your company, please call for special pricing.

Cancellation Policy:

By November 30, 2023, receive refund; December 1 –December 11, receive voucher for future seminar.