

Module 4

SELLING + PIPELINE

Presented by



PROVIDED BY 

BUILDING YOUR WHOLESALE CLIENTELE FROM SCRATCH

- Identify your offering (product/price)
- Identify your delivery radius (how many miles)
- Outline your logistics (days for delivery each week)



WHOLESALE CLIENTELE

Finding Your Buyers

Identify your target customer segments specific to schools and intermediate market channels:

- School buyers and SFAs
- Early care and education centers
- Food hubs
- Local retail outlets
- National wholesale distributors
- Hospitals
- Senior centers

This list includes non-institution buyers because it will be important for you to diversify your wholesale outlets to support profitability of a wholesale enterprise.



Farm to School Census

U.S. DEPARTMENT OF AGRICULTURE

<https://farmtoschoolcensus.fns.usda.gov/>

Scroll to the bottom of this page

Locate the green search box and type in your state to get started.

Farm to School is Growing!

Explore the Results

65.4%

of SFAs reported participating in farm to school activities in SY 2018 - 2019

42.8M

students attended SFAs that participated in farm to school activities in SY 2018 -2019

67,369

schools are featuring local foods on the menu or educating students

Find Your State

See how your State is doing with farm to school.

Pennsylvania

State Profile for Pennsylvania

Census Responses for Pennsylvania

Total number of responding School Food Authorities (SFAs)

522

Total number of schools in responding SFAs

2,318

Total number of students in responding SFAs

1,192,234

Farm to School Participation

75.3% (393)

of SFAs participating in SY2018-2019



Farm to School Census

U.S. DEPARTMENT OF AGRICULTURE

<https://farmtoschoolcensus.fns.usda.gov/census-results/states/pa>

Enjoy some census data as you scroll to the bottom once again.

Locate the green search box and type in your more specific search criteria.



1,872 schools

998,367 students in participating SFAs

Farm to school participation in Pennsylvania



Find detailed results for a School Food Authority (SFA) in PA

Search for an SFA in PA

Search by Location

List SFAs within of

[What is an SFA? Is it different from a school district?](#)

CONSIDER THE CLIENTELE

Is it a fit?

Points of Consideration When Operating in Wholesale

- Sales and Marketing - mismatched expectations?
- Pitching - the story vs. the data
- Receiving + Delivery - efficiency, timing, and timeliness
- Product Quality, Traceability, Liability + Insurance - know buyer terms before you talk
- Margins and where your prospect falls in the supply chain

SUPPLIER RECOMMENDATIONS

Putting it all
together as a
producer

- Choose crops you can produce consistently
- Work on relationships - get face to face!
- Understand product standards
- Exploit your unique advantages - what's your value proposition?
- Over communicate - do a lot of listening
- Have strong food safety and product traceability practices



What's a pipeline document?!

It's cooler than it sounds.



Let's look at a pipeline example!

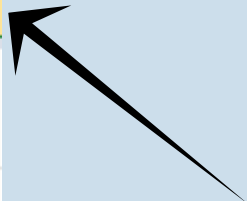
PIPELINE HOW TO

Things you can
learn from your
pipeline

How to prioritize your time...

Who should I call today?

Pipeline Stage	
2. Initial Contact	▼
3. Scheduled Meeting	▼
4. First meeting / sampling	▼
1. Prospect	▼
1. Prospect	▼
6. Negotiation of opening order	▼



Sort by
stage or
most recent
activity.

PIPELINE HOW TO

Things you can
learn from your
pipeline

How many leads you
have in each stage

Where do you tend to need to
push yourself in this process,
or find a new approach or
way of pitching?

Do you get stuck after initial
contact actually getting a
meeting scheduled? Or after
the first meeting when you
need to push for the first
order?

PIPELINE HOW TO

Things you can
learn from your
pipeline

Questions to ask yourself

On average, how long does it take me to land a new customer?

Why am I losing potential leads? Is it competition, or fit, or something else.

If it's mostly a poor fit, how can I better populate my pipeline with potential wins?

PIPELINE HOW TO

Consider
Optimal Timing
for Contacts

When do your potential customers want to buy?

Certainly you should get in touch with prospects of school buyers anytime.

Summer actually could be an ideal time if the buyer works throughout the year. October through March is likely the best as they likely have a budget in hand and know what they could buy from you.

Does this sound
really hard to do?

It requires
discipline!

Regular routine is
the key to success.





Let's get into groups and
search for potential buyers!

