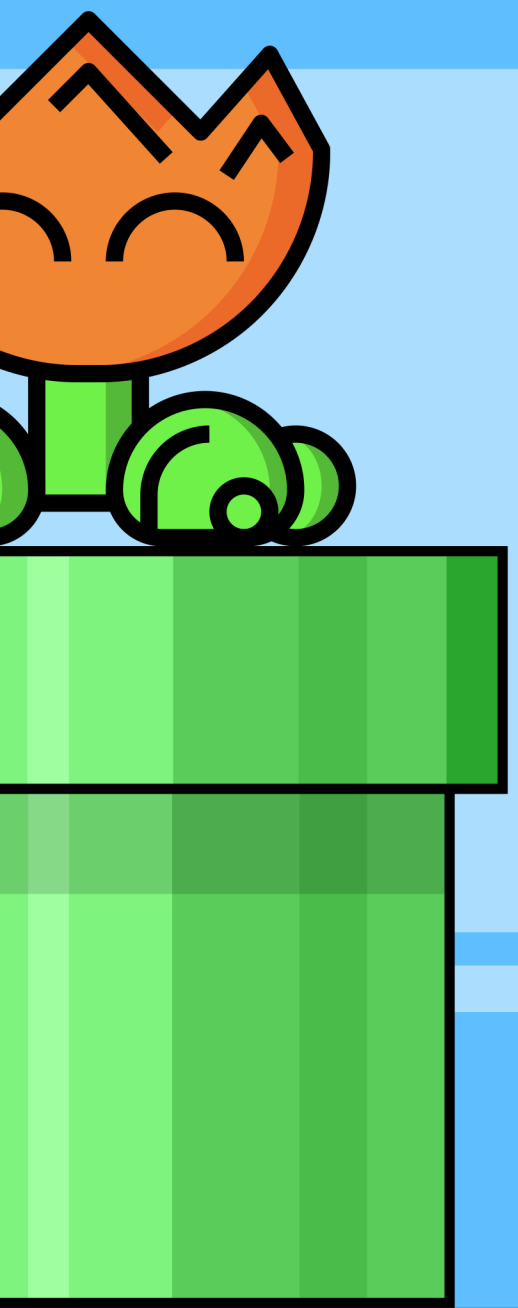
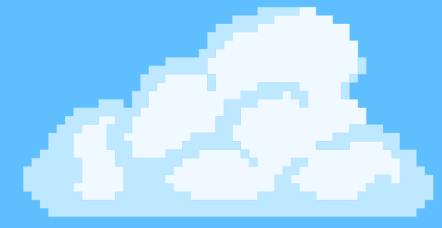


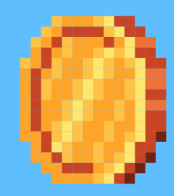
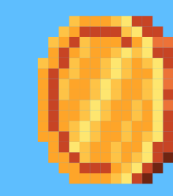
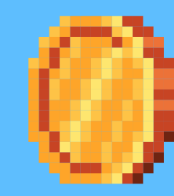
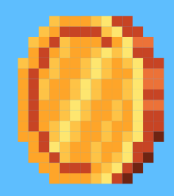
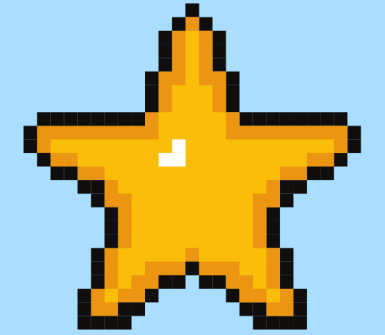


- 2024 -
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PATCHING YOUR
LEAKY SALES
PIPELINE



- over 2 decades in the food and beverage industry
- BA in Marketing
- Worked full time and paid for college myself, took 7 years to earn my degree
- Received no formal field sales training, learning the ropes of supplier side sales by being thrown the wolves
- Earned a reputation for myself as a very proactive, brand advocate for my breweries in a male-dominated industry; learning how to navigate challenging relationships with beverage wholesalers that underestimated me
- Member of the Brewers Association and the DEI subcommittee; BA Mentor in Leadership, Sales & Distribution, and Marketing & Branding
- Certified Crafting A Strategy Consultant
- Mother to two boys and a gaggle of pets
- Marketing consultant for advertising agencies and state brewery guilds
- Member of the American Cider Association, Brewers Association and multiple state guilds
- Certified instructor for the UVM Business of Craft Beer Program
- Active public speaker at industry conferences and beyond
- Featured on multiple podcasts including Good Beer Matters, Craft Brewery Financial Training, Hop Forward, Fueled by Hops, True Craft Podcast, Lawler Out Loud, Marketing Brewing Company, Boys are From Marzen, Start A Brewery
- Written work featured in Crafted For All, Craft Brewing Business, The Brewer Magazine, Ekos Craftlab, CODO Beer Branding Trends, Fintech, and Industry Editor for PorchDrinking.com
- One of the founders of the Safe Bars P.A.C.T. Initiative and the Safer Workspaces Initiative

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A "little bit" about me



PLAYER 1



TIME
10.02

LEVEL
12



X 100



X 10

START

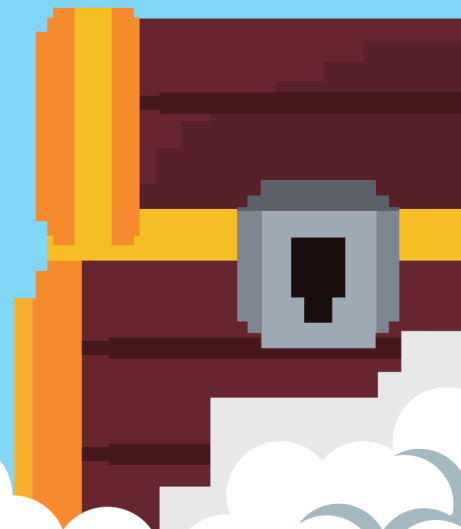
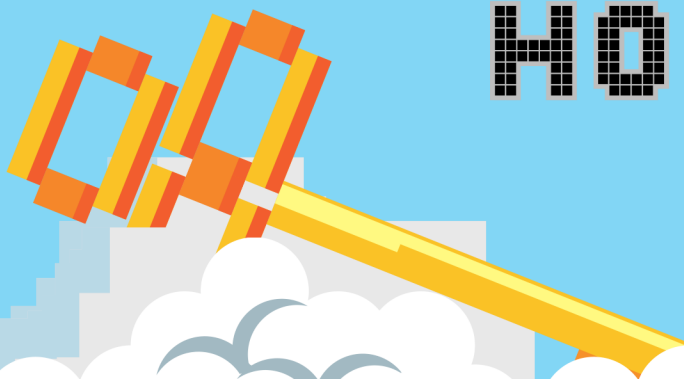
WHAT'S A PIPELINE?

WHO NEEDS ONE?

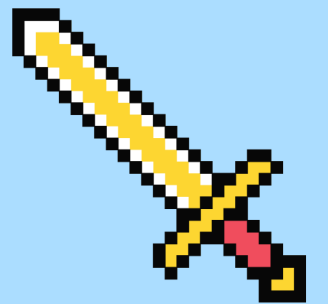
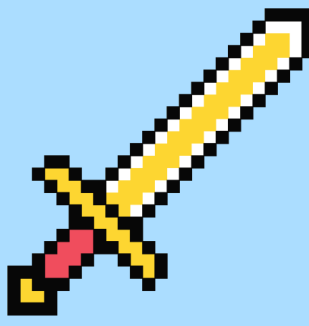
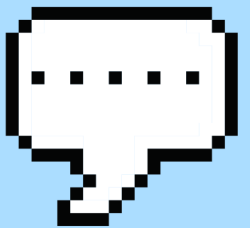
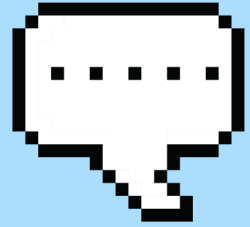
HOW IT WORKS

HOW TO FIND LEAKS AND FIX THEM

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READY... FIGHT!



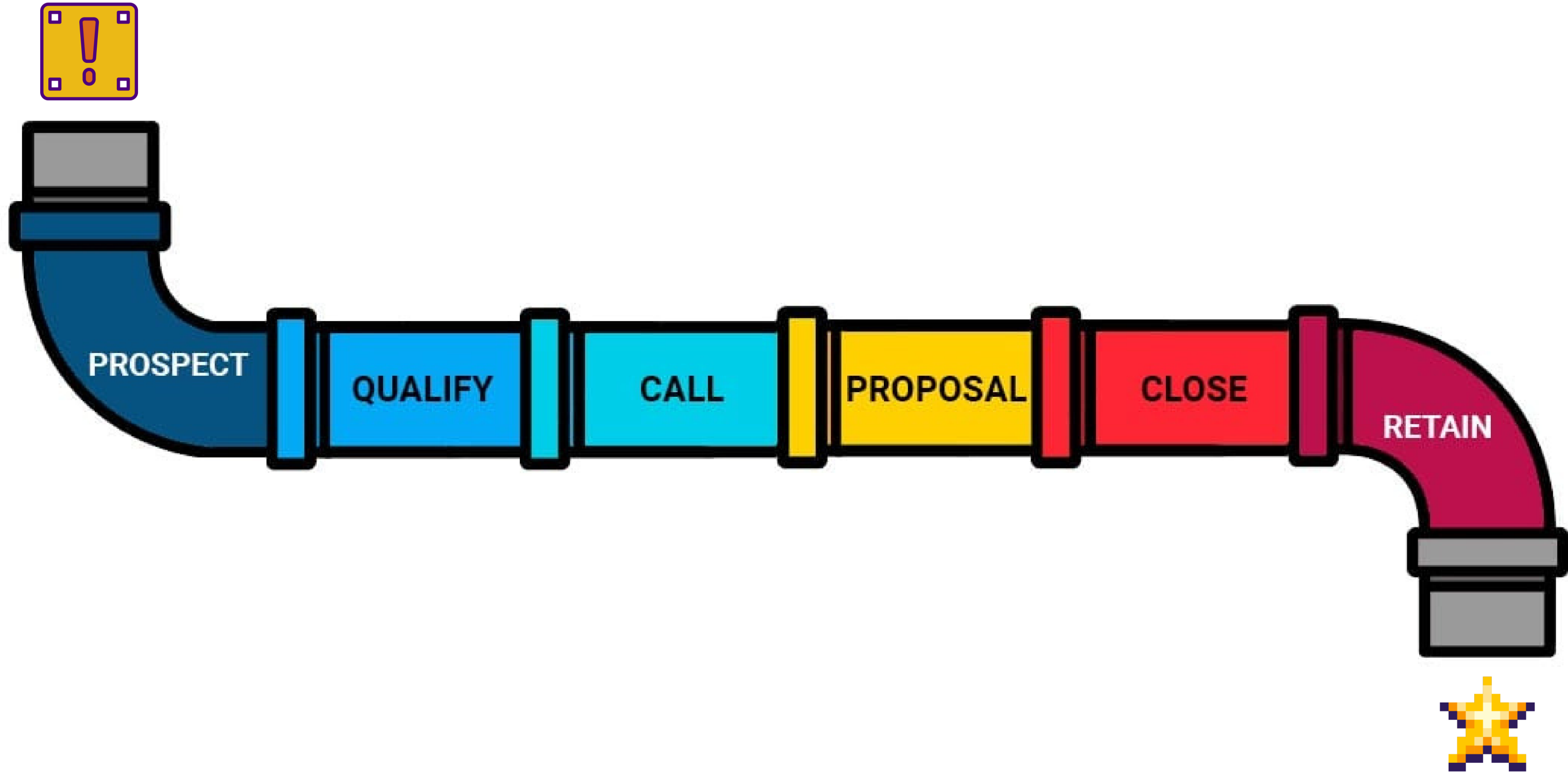
WHAT IS A SALES PIPELINE?

IT'S A VISUALIZATION OF A BUYER'S
DECISION MAKING PROCESS

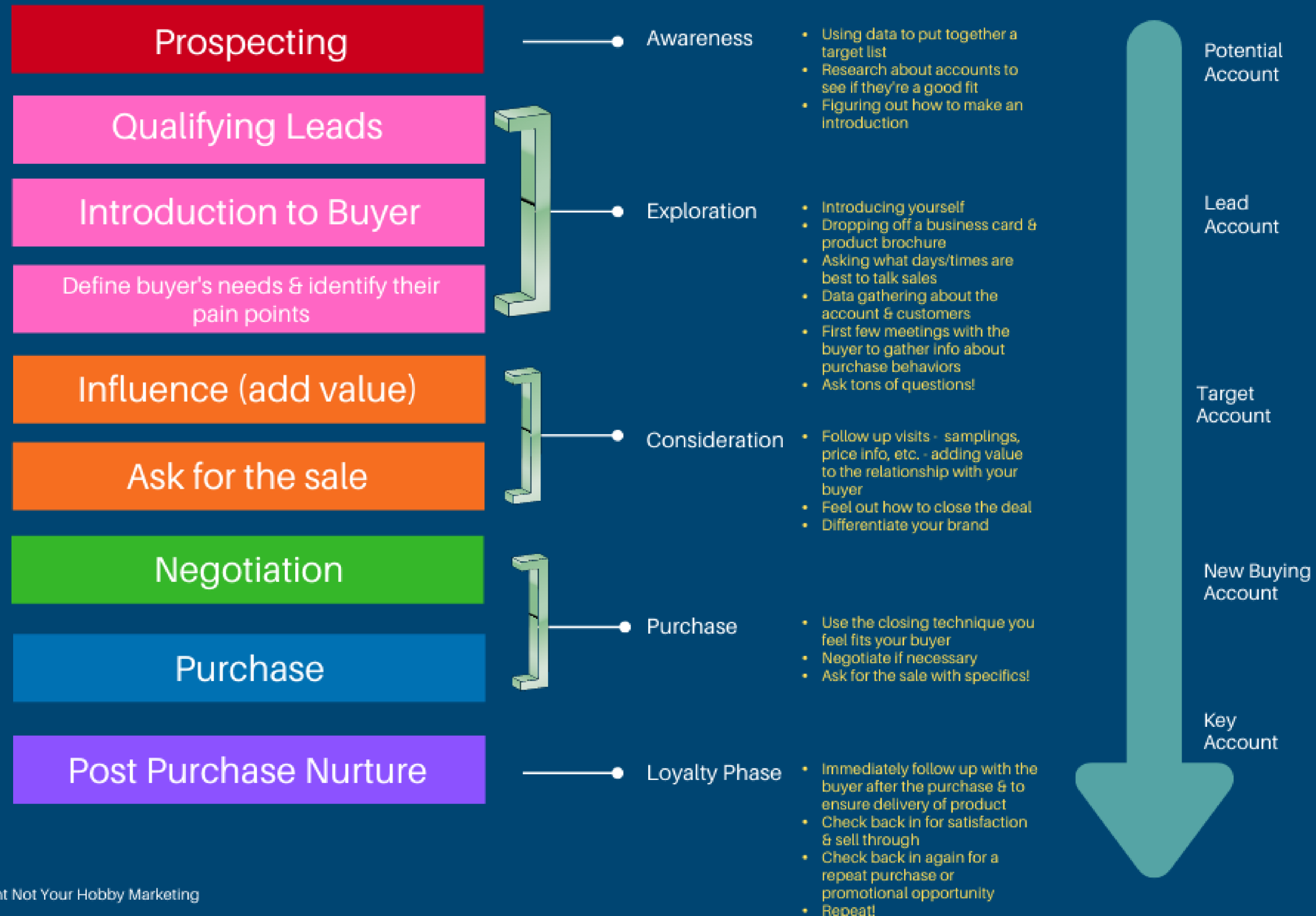
IT'S HOW YOU CONVERT COLD CALLS
INTO REGULARLY BUYING
ACCOUNTS

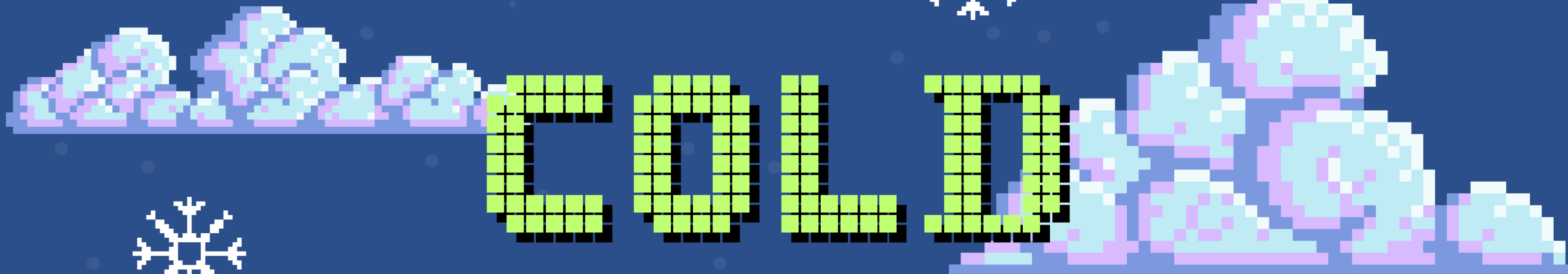
IT'S A WAY TO MEASURE SALES
EFFICIENCY





BEVERAGE SALES PIPELINE EXAMPLE

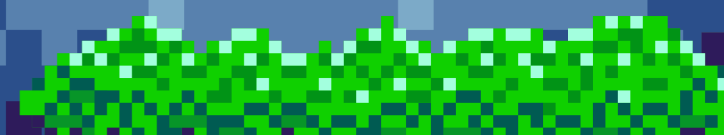
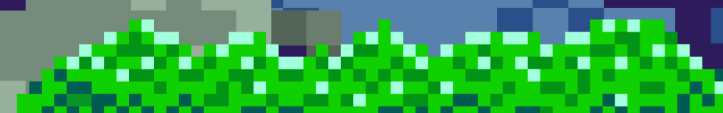
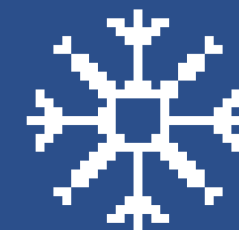




COLD



CALLING



TRACKING PIPELINE DATA

LILYPAD
VIP KARMA

INSIGHTLY
REPSLY
OUTFIELD
HUBSPOT
BEER30
EKOS

GOOGLE
SHEETS



Data To Track

NAME OF ACCOUNT

DATE OF ACCOUNT TOUCH

TYPE OF VISIT

WHAT YOU TALKED ABOUT

FOLLOW UP NEEDED - DATE TO FOLLOW UP

ACCOUNT ATTRIBUTES

BUYER PREFERENCES

ADVANCED: COMMITMENTS

Leaky Sales Pipelines

**DISRUPTS THE FLOW OF THE
SALES PROCESS**

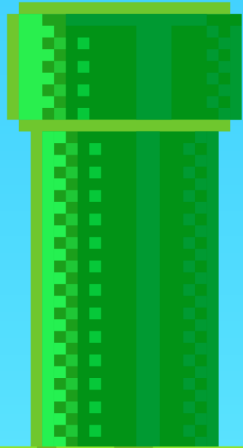
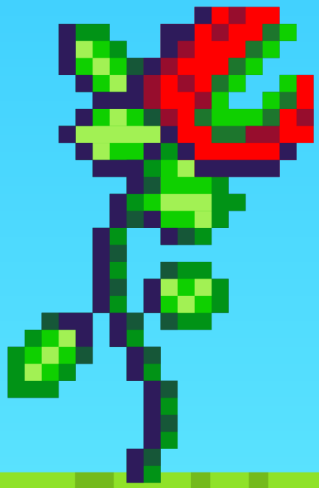
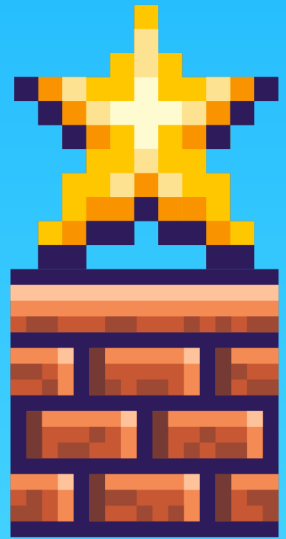
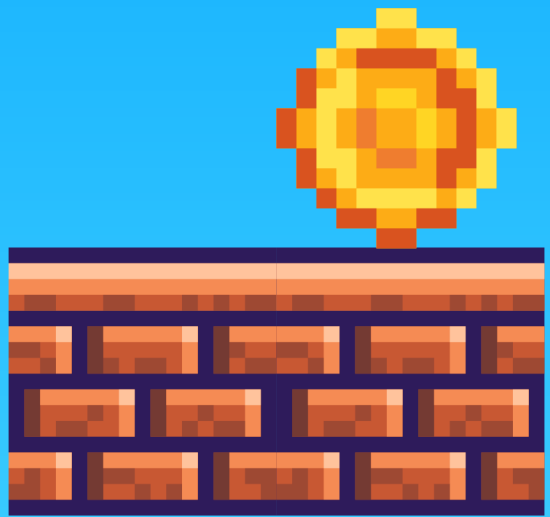
**CREATES DISCONNECTS BETWEEN
REPS & BUYERS**

**LEADS TO LOST OPPORTUNITIES &
WEAK RELATIONSHIPS**

**GAME
OVER**



Common Fixes



THANKS!

Reach out anytime
julie@notyourhobbymarketing.com

Would love for you to join me online
Sign up for The Bottleneck

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@NotYourHobbyMS 

LinkedIn Company - Not Your Hobby Marketing Solutions



*if you have customers, you
have a business, not a hobby*

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