



AMERICAN  
CIDER  
ASSOCIATION

# Modern Sales Playbook to **Sell More Cider**

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PRESENTED BY:

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# AGENDA

- 1 What's changed?
- 2 Top strategies for 2025
- 3 Traps to avoid
- 4 Actions to take

Q&A



What's  
changed?





Top  
strategies



Audience



Scale



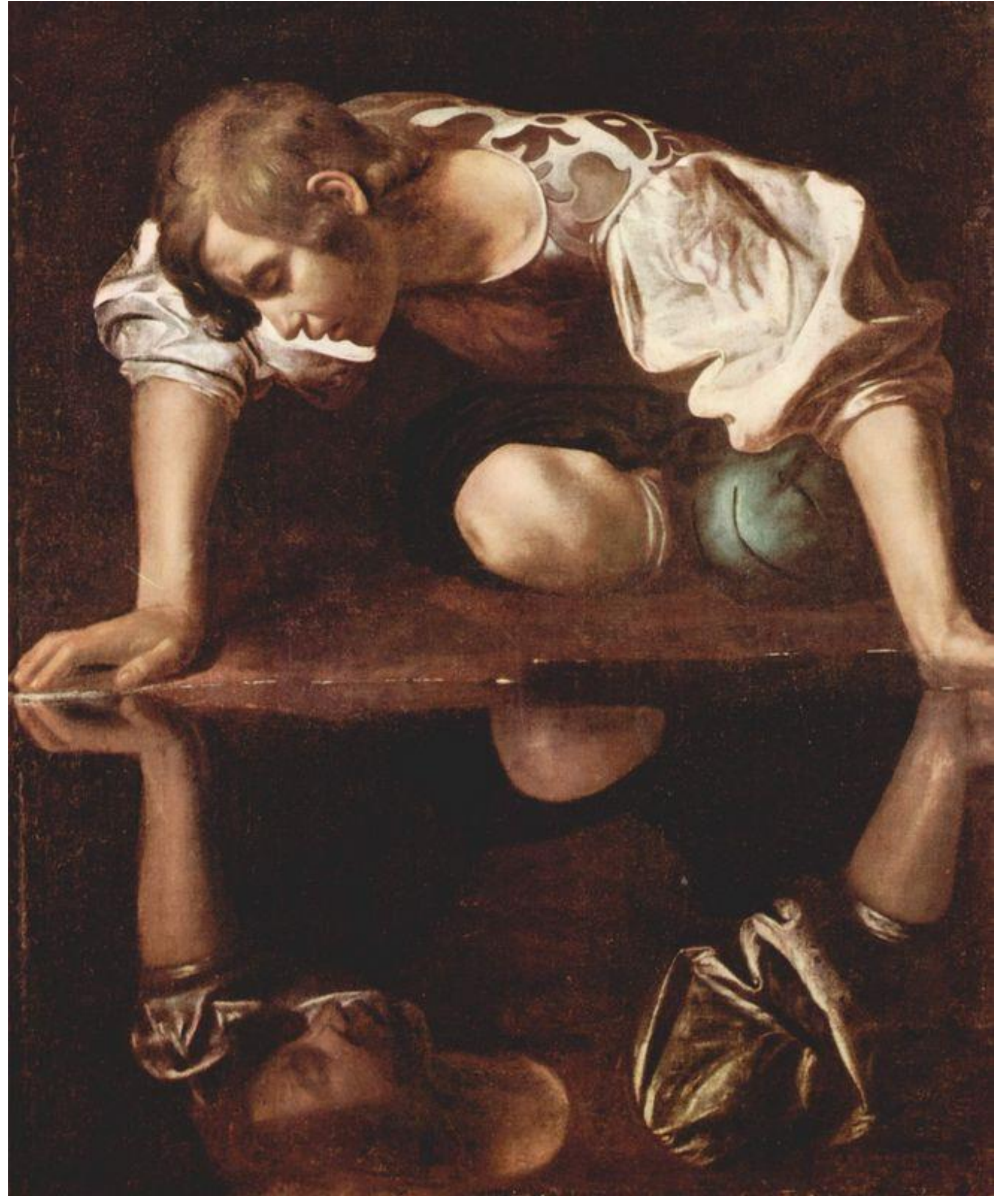
Buyer first



Traps to  
avoid



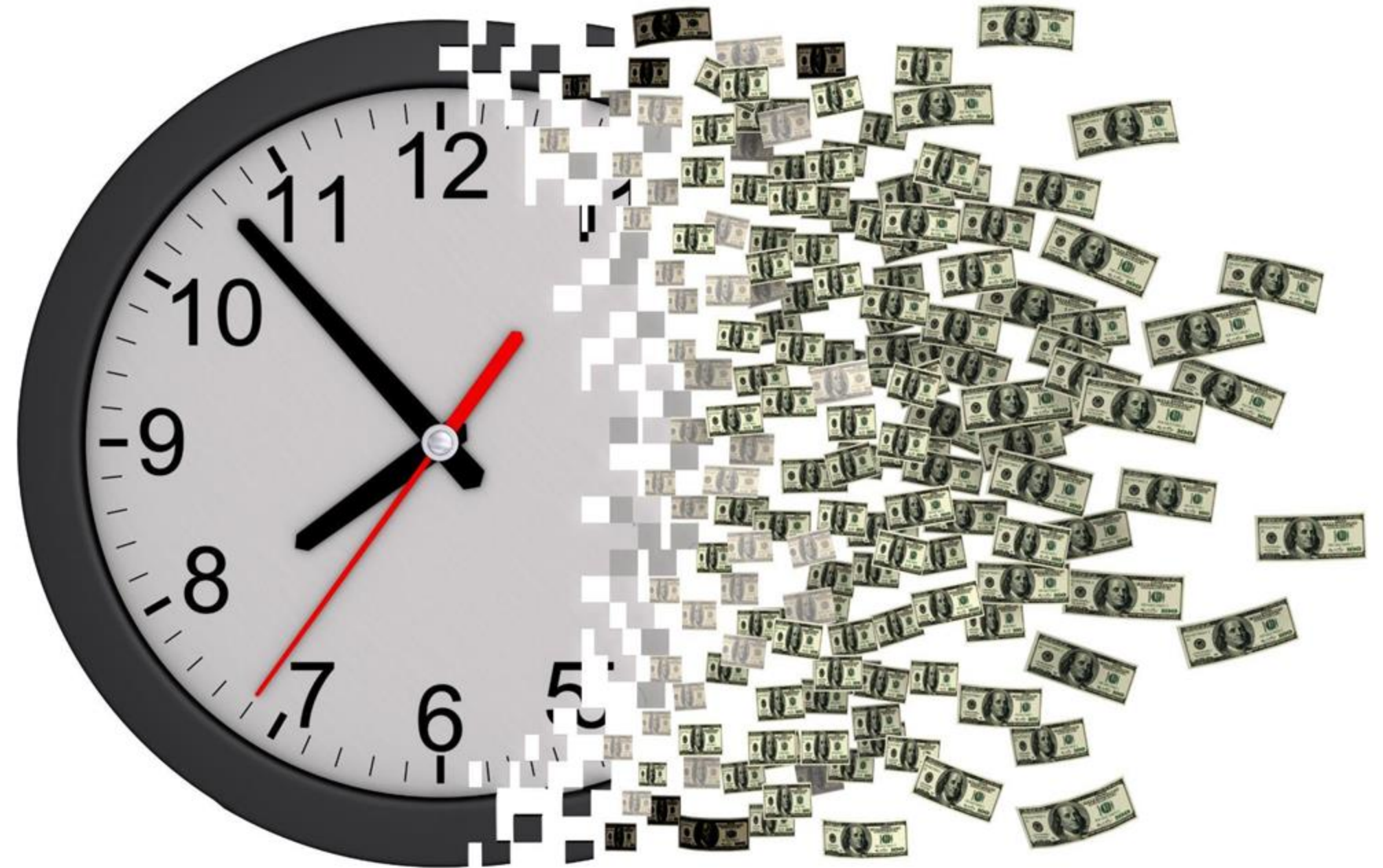
It's not about your  
product



# Distributors



Activity



Actions to take



Unlearn



Prioritize Email



How can I scale  
this?



A close-up photograph of a hand placing a white puzzle piece with the word 'ANSWER' printed in green. The piece is being inserted into a larger green puzzle piece that has the word 'QUESTION' printed in white. The surrounding puzzle pieces are white and form a grid. The hand is visible in the upper left corner, with the thumb and index finger holding the piece.

**ANSWER**

**QUESTION**