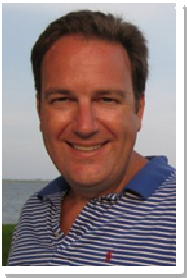


# Consumer Products Workshop

## CONSUMER PRODUCTS WORKSHOP

Tim has helped companies grow by millions in food sales with new products, distribution, and promotion excellence. This hard-hitting, real world, success driven program will document and show you how to succeed faster and with limited resources to make more happen for your company. Tim will walk you through three marketing modules specifically for companies seeking growth and those interested in joining in and taking their recipe or idea to success.



### Module 1 – *Your Ideal Consumer*

Your consumer product addresses a need and provides value to a group of consumers that are your 'ideal consumer.' Geography, age, education, or family size may be what sets this group apart in their increased likelihood of purchasing your product more quickly and efficiently than other consumers. Often, these ideal consumers will be 'super consumers' and purchase many times more of your product than the general public. What are you doing to identify and connect with these special consumers needed to take your business to the next level? We will discuss methods to identify, communicate, and market to these special consumers of your products.

### Module 2 – *Promotion Power and Sync*

Connecting with your ideal consumers begins with taking action and getting noticed beyond simply lowering prices. We will discuss an overview of promotion effectiveness, how and why they work, the net, and the importance of sampling in everything that you do with your efforts. Also, insight into 'paid sampling' that big brand food companies use in their marketing programs. Local, Organic, All Natural, and Good! Your growth and success grows with the use of positive promotions when you have them in sync with your consumer.

### Module 3 – *Distribution Success*

It takes effort to get your product delivered and into the hands of your consumers. The better you understand and incorporate the distribution of your product into your programs, the faster you will see growth and success. We will discuss methods and concepts of working with the various components of your distribution partners – distributors, brokers, retailers, foodservice establishments, and co-packers. Your improved knowledge can drive new sales and promotions that would otherwise have been left to the other companies seeking growth.

Tim Forrest  
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After investing your time and effort into these three module courses, you will have insights and methods to immediately take action and grow your business with speed and capital efficiency. Also, there will be generous time at the end of the session for extensive Questions and Answers from Tim Forrest

## **ABOUT THE PRESENTER – TIM FORREST**

### **Food Marketing Success!**

With a highly successful career based on win-win relationships, Tim Forrest connects clients with opportunity and growth. His 20 years of innovative marketing, sales, distribution, and international consulting experience, have made him nothing short of an institution. He knows the North American Consumer Products industry like no one else, and is a master at helping companies create and extend their success in this complex environment by more than \$250 Million Dollars. Building markets for Nestle, Unilever, the famous Mr. Wally Amos; Tim powers growth and his clients agree sharing insight into how Tim's creativity doubled their sales volumes, developed 'sell out' consumer programs, and catapulted them into international markets, along with leading a record 20 vendors into the club channel, 10 items on QVC Television, and just recently pioneered one of the world's largest Organic product launches and loves what he does.