



situation

Located in the small town of Lake Park, Georgia, Marker 29 Produce is the largest fresh market carrot shipper, outside of California, in the country. However, compared to its West Coast competitors, Marker 29 is "small potatoes." When the

Georgia carrot grower was going up against some of the biggest carrot producers in the world

opportunity arose to pitch for a distribution contract with Save-A-Lot, the nation's 13th largest grocery chain, Marker 29 knew they needed help to go up against the big boys. So they turned to Moore Consulting Group (MCG).

challenges

Knowing they had a superior product (one of the sweetest tasting carrots on the market), what Marker 29 really needed was a way to showcase their capabilities and impress the Save-A-Lot executives. Marker 29 had a tough sell. The competitors in this bid process were not only the biggest carrot producers

in the country, but some of the biggest in the world: Grimmway (currently the world's leading carrot producer), Bolthouse (also a world leader) and Peter Rabbit (the exclusive supplier of Bird's Eye Brand carrots). To help win the Save-a-Lot distribution contract, MCG set out to create a professional sales

presentation that would combine the down home know-how of Marker 29 with its state-of-the-art production capabilities.



strategies

Created a PowerPoint presentation to supplement the oral presentation given by Marker 29 with actual images highlighting Marker 29's excellent products and facilities.

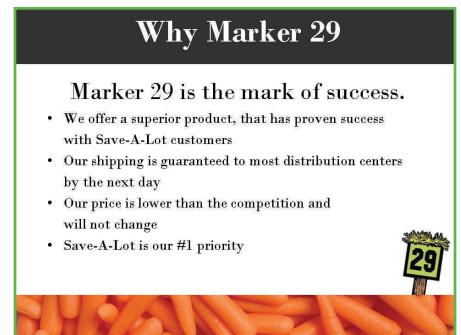
Focused on the key strategic advantage that Save-A-Lot's 13 distribution centers were not only much closer to Marker 29 than the California companies, but the majority of them were close enough for next-day service.

Communicated Marker 29's industry leadership in selling a greater number

of carrots each month than the average of other comparable brands over the entire previous year.

Provided branded hand-out packets so the judges could follow along and make notes.

Conducted training for the Marker 29 farmers with tips for a successful presentation, covering everything from when to distribute business cards to the best way to handle a difficult question to using the PowerPoint as an aid and not a crutch.



results

A first-class PowerPoint presentation was created for Marker 29, showcasing their top-quality product and modern production facilities with focus placed on the exceptional produce, year-round production capabilities, next-day shipping ability and proven sales

success. After conducting the training, the Marker 29 staff felt much more comfortable, confident and ready to take on the larger competitors. Two weeks after the presentation, Marker 29 received a call from the Save-A-Lot corporate offices letting them know that they

had won the carrot distribution contract. This contract resulted in an estimated \$5.2 million increase in sales for the company. Since winning the Save-A-Lot account, Marker 29 has contracted with MCG for a continued relationship and several new projects.