

# ALLEN K. PRATT

Sales, Marketing & Business Development for  
Start-Up, Turnaround & High Growth Environments

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## *BENCHMARKING AND GENERAL MANAGEMENT IMPROVEMENTS GROW REVENUES*

### **Business Challenge:**

- Specialty retail operation of a major international food wholesale company had operational challenges.
- Gross sales revenues were not hitting the desired levels. Company ownership was searching for positive results.

### **Consultant Role:**

- Evaluated the cost effectiveness of various promotional campaigns. Analyze response rates versus marketing cost.
- Promote more products in each advertising flyer or display ads. Shorten the timeframe when a promotion is in effect, creating a greater sense of urgency, call to action.
- Enhance the frequent buyer, loyalty club, program with customer incentives. Create a stronger tie to the local community. Host a special event with local school district that brings new customers to the store.

### **Quantifiable Results:**

- Critical deliverables included the creation and execution of a customer experience survey and a renewed branding program.
- Improved market awareness thru radio and print, enhanced customer loyalty program, the planning and execution of store remodel and new personnel hiring and training.
- Sales revenues increase 35% over previous year's results during very difficult recessionary period.



Expand available products offered, to attract new customers. Host community events to create more local market awareness and a closer tie to the community. Train sales staff on sales techniques, strategy and new vision for store operations. Educate staff about what's important to target customer following customer survey evaluations.

"I had the pleasure of working with Allen Pratt during his consulting assignment at Quantum Foods. Allen did a phenomenal job with providing us with the necessary research, data and reports that helped develop a renewed brand and marketing plan. Allen was the best consultant that I've worked with. He was someone who listened to our needs and delivered the results we expected. We'd like to have him back for another project as his availability."

***Bernadette Krzysiak,***  
*Retail Manager, Quantum Foods*

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