



FREE WEBINAR SERIES

SALES GO-TO-MARKET STRATEGY:

Best Practices for Launching and Growing Your Higher Value Dairy Product

Join us for six Thursdays via Zoom

August 24 - September 28

4-5 p.m. PT (7-8 p.m. ET)

Attend all six sessions to earn a certificate!



Felice Thorpe, global food and beverage educator with Felice Foods, will lead and moderate the sessions.

[CLICK HERE TO REGISTER](#)



@DairyPCC | DairyPCC.net



Got Questions?

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SCHEDULE

Note: All dates are Thursdays

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Zoom sessions will be recorded and posted on our website – DairyPCC.net – in our new eLearning Hub.

AUG. 24

PRODUCT: Learn how your products fit into today's marketplace, as well as how to conduct competitive and SWOT analyses. Spotlight on: [TMK Creamery](#).

AUG. 31

PEOPLE: Explore the idea of "people power" and how it can help you achieve your goals, as well as how AI (artificial intelligence) technology can enhance and support sales. Spotlight on [Columbia Community Creamery](#).

SEPT. 7

PROCESS: Find out how to get your products from Point A to Point B via the logistical options of omnichannel distribution. Spotlight on [Ruby Jewel Company](#).

SEPT. 14

PRICING: Figure out what you should charge for your products, how much distribution will cost, and what is your consumer demand. Spotlight on [Alexandre Family Farms](#).

SEPT. 21

PLACEMENT: Determine what to sell where. As you know, it's all about location, location, location! Spotlight on [WonderCow](#).

SEPT. 28

PROMOTION: Develop a promotional strategy, explore the difference between trade promotions and brand promotions, and learn why a dairy brand needs both. Spotlight on [Foggy Bottoms Boys](#).



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