



GO - TO - MARKET STRATEGY

#2

2023 Summer/Fall Webinar Series
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PEOPLE



PEOPLE POWER

- WHAT PEOPLE POWER IS
NEEDED
- WHY/WHICH AI AUTOMATION
MIGHT HELP
- SPOTLIGHT: COLUMBIA
COOPERATIVE CREAMERY
- SUMMARY GTM PEOPLE

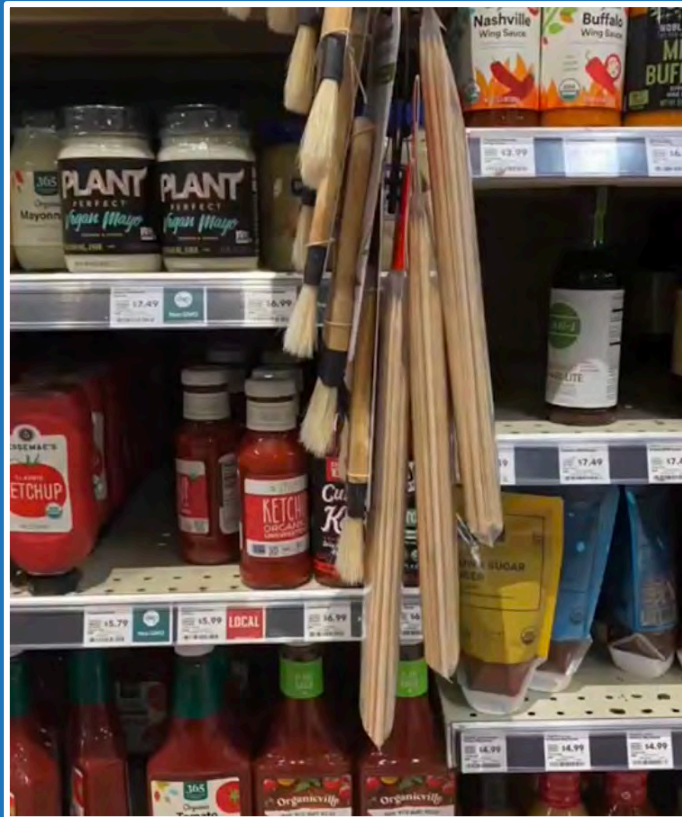
02

FARMING, PRODUCTION, QUALITY, SALES, MARKETING, & FINANCE ARE ALL IMPORTANT.

PEOPLE POWER: Specific roles, time, and expenses can vary depending on the size of the company, product complexity, and marketing strategy. Successful GTM requires, planning, coordination, and extra investments. Some of these roles can be consolidated

FARMING	PRODUCTION	OFFICE	SALES AND MARKETING	DISTRIBUTION
DAIRY FARMER	PLANT MANAGER	SUPPLY CHAIN MANAGER	MARKETING MANAGER	TRANSPORTATION DRIVER
HERD MANAGER	PRODUCTION	AR/AP	SALES MANAGER/BROKERS	WAREHOUSE MANAGER
FEED MANAGER	QUALITY MANAGER	BOOKKEEPER	DESIGNER	DISTRIBUTOR
VET	LAB TECH	HR – COMPLIANCE	PRODUCT DEVELOPMENT	BROKER
EQUIPMENT MANAGER	PACKAGING	OFFICE MANAGER	TRADE MARKETING	MERCHANDISER
MILKER	MAINTENANCE	PRESIDENT/CEO	PR	BUYER
FARM OWNER	LOGISTICS /OPERATIONS	RECEPTIONIST	SOCIAL MEDIA	INVENTORY MANAGER
BREEDING	CHEESEMAKER	CUSTOMER SERVICE	FIELD MARKETING- EVENTS- MERCHANDISING	DATA ANALYTICS/FORECASTING

PEOPLE IN THE STORES



DON'T OVERLOOK MERCHANDISING AND MAINTAINING A PRESENCE IN ACCOUNTS.

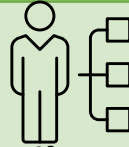
ACCOUNTS ARE TOO BUSY TO CHECK YOUR SLOT EVERY DAY, SOMEONE NEEDS TO DO THIS FOR THE BRAND, IT CAN BE A DELIVERY DRIVER, BROKER, SALES REP, DEMO PERSON, MERCHANDISER, OWNER, OR CITIZEN VOLUNTEER.

SALES DIRECTOR vs BROKER vs BRAND MANAGEMENT



Sales Director

- Employee
- Shares brand values
- Manages brokers and sales team
- Books and attends key meetings and tradeshows
- Helps build presentations and marketing materials
- Meets with internal accounting team for forecasting
- Builds promo plan



Retail Broker

- Works with multiple brands
- Might have established relationships with buyers
- Manages charge backs and bill backs admin
- Send out samples
- Promo plan paperwork
- Helps with product launch and discontinue paperwork, books meetings



Brand Management Company

- Can hit the ground running
- Industry insiders
- Contract experience
- Extension of your sales team
- Included in leadership meetings
- Responsive sales team
- Marketing and media help

WHY AI AUTOMATION?

1

MORE TIME
ON YOUR
ROLE

4

FREQUENT
INTERACTIONS
WITH EMAIL

2

MORE TIME
ON
CREATIVITY

5

PROFESSIONALISM

3

CUSTOMER
SERVICE

6

SOME DATA
ACCURACY

AI ETHICAL CONSIDERATIONS

- **Plagiarism:** AI can generate content that appears to be original, but it may have been created by “copying” or reproducing existing content without proper attribution
- **Bias:** If data contain biases, AI systems may perpetuate or amplify those biases
- **Privacy:** Users may not be fully aware and informed of how their personal data is being used
- **Explainability:** AI is complex and opaque, making it difficult to understand how it arrives at its decisions

AI – GRAMMARLY

1

Reviews and corrects spelling, grammar, punctuation

TYPING
ASSISTANT

2

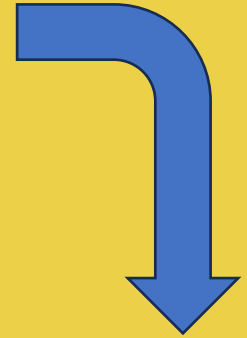
Suggests replacements and can rewrite paragraphs

EMAIL & TEXT

3

Detects plagiarism and adjusts language style to the user

FREE OR LOW
COST



grammarly

AI CHAT GPT

LET'S INNOVATE A BOBA MILK TEA AND FIND ACCOUNTS!

A

What Boba Tea shops in are in S.F. and what are the websites for these shops.



Here are the websites for the Boba Tea shops in San Francisco that I mentioned earlier

1. Boba Guys - <https://www.bobaguys.com/>
2. Plentea - <https://www.plentea.com/>
3. Happy Lemon - <https://www.happy-lemon.com/>
4. Steap Tea Bar - <https://www.steapteabar.com/>
5. Tpumps - <http://www.tpumps.com/>
6. Purple Kow - <http://www.purplekow.com/>
7. Sharetea - https://www.sharetea.com/us_en/
8. Asha Tea House - <https://www.ashateahouse.com/>
9. Yi Fang Taiwan Fruit Tea - <https://yifangtea.com/>
10. Mr. Green Bubble - <https://www.mrgreenbubble.com/>



AI FOR RETAIL MERCHANDISING

- Trax captures every product image in a retail store gathering images via mobile app, shelf cameras and ceiling dome cameras.
- It is a computer vision-led service for CPG brands. It uses AI to convert store images into shelf insights like out of stocks, promo tag placement, or competitor promos and activity.
- Multiple weekly real time retail updates help keep you informed and take action. Brands using real time shelf insights can gain an edge over competition.

David Vartanian










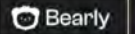
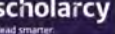
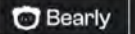



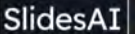



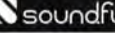

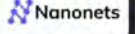
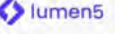

VP of Strategy

"Without asking consumers, we learned about a major market opportunity because we had Trax Dynamic Merchandising acting as our eyes and ears in the field...They are an extension of our sales team."



AI TOOLS TO FUTURE PROOF YOUR TEAM

- Don't use images created by AI anywhere you want to copyright an image (i.e. packaging)
- Using AI-created images and copy is ok on social media
- Using AI to help with ideation is great! (Campaign ideas, Media ideas, packaging, tradeshow booths, etc..)
- Companies that use AI tools can potentially save time and money

Video	  
Images	  
Text	  
Research	  
Design	  
Presentations	  
Audio	  
Productivity	  

PEOPLE SPOTLIGHT: COLUMBIA COMMUNITY CREAMERY

- CCC is a cooperative nonprofit processor and creamery in Chewelah, WA
- They have a volunteer board that can help out with roles
- CCC uses its board members for special events like crowd control
- They spend extra time on product education when they launch a new product
- Their staff their demos with farmers who can speak about the farm and the product

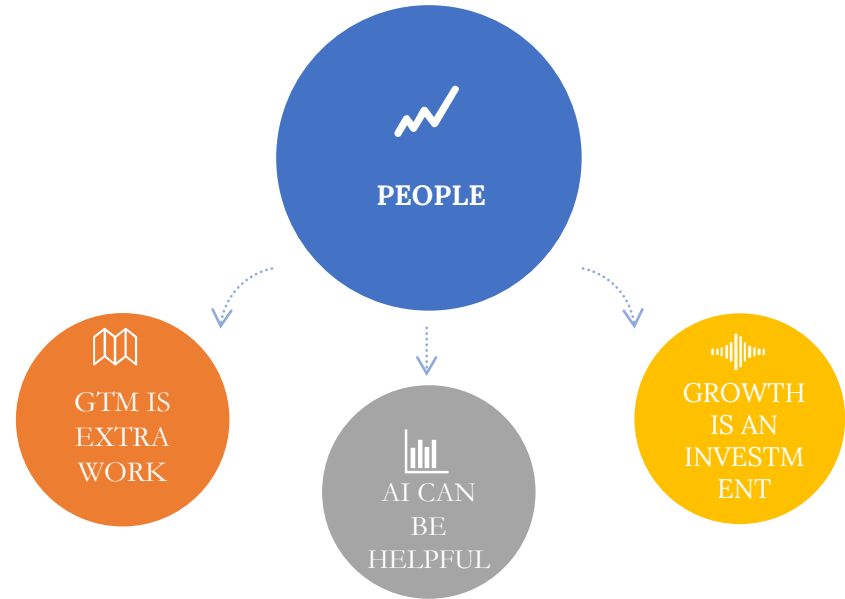
VIRGINIA THOMAS,
FARMER & MEMBER



"CCC is not using AI and is mostly focused on making a human connection"

SUMMARY: GTM PEOPLE

1. MAKE A LIST OF ROLES AND WHO WILL OWN THAT ROLE
2. SALES CAN BE HANDLED INTERNALLY OR EXTERNALLY
3. AI CAN ASSIST IN TASKS
4. ONGOING “RISK” ANALYSIS IS IMPORTANT IN EVERY ROLE





THANK YOU!



For more information:
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Funding for the PCC-DBII is made possible by the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service through grants AM21DBICA1007, AM22DBICA1012, and AM21DBICA1009. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the USDA.