

TRANSCRIPT: More depth from presentation

# GO-TO-MARKET WEBINAR, Session 2

## Presenter: Felice Thorpe, Felice Foods








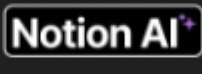

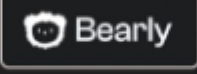
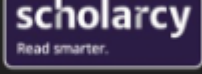
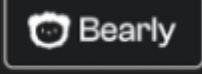
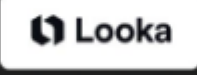


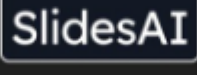

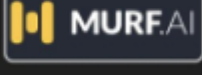



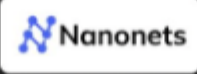
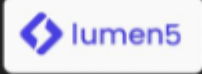



### People Power

SLIDE NUMBER	NOTES (Expanding on slide content)																																													
1	Cover title and presenter: What People Power Is Needed, Why/Which AI Automation Might Help, Spotlight: Columbia Creamery, Summary Farming, Production, Quality, Sales Marketing and Finance are all important																																													
2	<p>People Power: Specific Roles, Time and expenses can vary depending on the size of the company, product complexity and marketing strategy. Some roles are:</p> <table border="1"> <thead> <tr> <th>FARMING</th> <th>PRODUCTION</th> <th>OFFICE</th> <th>SALES AND MARKETING</th> <th>DISTRIBUTION</th> </tr> </thead> <tbody> <tr> <td>DAIRY FARMER</td> <td>PLANT MANAGER</td> <td>SUPPLY CHAIN MANAGER</td> <td>MARKETING MANAGER</td> <td>TRANSPORTATION DRIVER</td> </tr> <tr> <td>HERD MANAGER</td> <td>PRODUCTION</td> <td>AR/AP</td> <td>SALES MANAGER/BROKERS</td> <td>WAREHOUSE MANAGER</td> </tr> <tr> <td>FEED MANAGER</td> <td>QUALITY MANAGER</td> <td>BOOKKEEPER</td> <td>DESIGNER</td> <td>DISTRIBUTOR</td> </tr> <tr> <td>VET</td> <td>LAB TECH</td> <td>HR – COMPLIANCE</td> <td>PRODUCT DEVELOPMENT</td> <td>BROKER</td> </tr> <tr> <td>EQUIPMENT MANAGER</td> <td>PACKAGING</td> <td>OFFICE MANAGER</td> <td>TRADE MARKETING</td> <td>MERCHANDISER</td> </tr> <tr> <td>MILKER</td> <td>MAINTENANCE</td> <td>PRESIDENT/CEO</td> <td>PR</td> <td>BUYER</td> </tr> <tr> <td>FARM OWNER</td> <td>LOGISTICS /OPERATIONS</td> <td>RECEPTIONIST</td> <td>SOCIAL MEDIA</td> <td>INVENTORY MANAGER</td> </tr> <tr> <td>BREEDING</td> <td>CHEESEMAKER</td> <td>CUSTOMER SERVICE</td> <td>FIELD MARKETING- EVENTS- MERCHANDISING</td> <td>DATA ANALYTICS/FORECASTING</td> </tr> </tbody> </table>	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
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3	People In the Stores: Don't overlook merchandising and maintaining a presence in accounts. Accounts are too busy to check on your slot everyday, someone from the brand needs to do this. It can be a delivery driver, broker, sales rep, demo person, merchandiser, owner or volunteer.																																													
4	<p>Sales Director vs Retail Broker vs Brand Management Company</p> <p>Sales Director: Employee, Shares brand values, manages broker and sales team, Books and attends meetings and tradeshow, meets with accounting, builds promo plan. Retail Broker: Works with multiple brands, Might have established relationships with buyers, manages bill backs and admin, sends out samples, paperwork, helps with product launch and discontinue, books meetings. Brand Management Company: Can hit the ground running, industry insiders, contract experience, extension of your</p>																																													

	sales team, included in leadership meetings, responsive sales team, marketing and media help
5	Why Ai Automation: 1. More time on your role 2. More time on creativity 3. Customer Service 4. Frequent Interactions with Email 5. Professionalism 6. Some data accuracy
6	<p>Ai Ethical Considerations:</p> <ul style="list-style-type: none"> <li>• <b>Plagiarism:</b> AI can generate content that appears to be original, but it may have been created by “copying” or reproducing existing content without proper attribution</li> <li>•</li> <li>• <b>Bias:</b> If data contain biases, AI systems may perpetuate or amplify those biases</li> <li>•</li> <li>• <b>Privacy:</b> Users may not be fully aware and informed of how their personal data is being used</li> <li>•</li> <li>• <b>Explainability:</b> AI is complex and opaque, making it difficult to understand how it arrives at its decisions</li> </ul>
7	<p>AI Grammarly: Typing Assistant, Reviews and Corrects spelling Email and Text, Suggests replacements and can rewrite paragraphs</p> <p>Free or Low Cost: Detects Plagiarism and adjust language style to the user</p>
8	<p>AI Chat GPT- Let’s Innovate a Boba Milk Tea and Find Accounts!</p> <p>What Boba Tea shops are in SF and what are the websites for these shops</p> <p>Bobaguys.com  Plentea.com  Happylemon.com  Steapteabar.com  Tpumps.com  Purplekow.com  Sharetea.com</p>

	<p>Ashateahouse.com  Yifangtea.com  mrgreenbubble.com</p>
<p>9</p>	<p>AI For Retail Merchandising</p> <p>Trax captures every product image in a retail store gathering images via mobile app, shelf cameras and ceiling dome cameras.</p> <p>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.</p> <p>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.</p> <p>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 “</p>
<p>10</p>	<p>AI Tools to Future Proof Your Team :</p> <ul style="list-style-type: none"> <li>•Don’t use images created by AI anywhere you want to copyright an image ( i.e. packaging)</li> <li>•</li> <li>•Using AI-created images and copy is ok on social media</li> <li>•</li> <li>•Using AI to help with ideation is great! (Campaign ideas, Media ideas, packaging, tradeshow booths, etc.. )</li> <li>•</li> <li>•Companies that use AI tools can potentially save time and money</li> </ul>

<b>Video</b>	  
<b>Images</b>	  
<b>Text</b>	  
<b>Research</b>	  
<b>Design</b>	  
<b>Presentations</b>	  
<b>Audio</b>	  
<b>Productivity</b>	  

12	<p>People Spotlight: Columbia Community Creamery Virginia Thomas, Farmer and Member</p> <ul style="list-style-type: none"> <li>•CCC is a cooperative nonprofit processor and creamery in Chewelah, WA</li> <li>•They have a volunteer board that can help out with roles</li> <li>•CCC uses its board members for special events like crowd control</li> <li>•They spend extra time on product education when they launch a new product</li> <li>•Their staff their demos with farmers who can speak about the farm and the product</li> </ul>
13	<p>Summary: GTM People</p> <ol style="list-style-type: none"> <li>1. Make a list of roles and who will own that role</li> <li>2. Sales can be handled internally or externally</li> <li>3. Ongoing risk analysis is important in every role</li> </ol>
14	
15	
16	THANK YOU! Follow us @DairyPCC (Instagram, Twitter, Facebook, LinkedIn)