



Speed Selling Round

Aloha and welcome to the Speed Selling Round. You have **2 minutes** to sell one of Irresistible Foods Group's (IFG) newest brand partnerships, The Killer Brownie Co., to a Big Island grocery store. As a Market Development Champion, aim to secure display execution and product distribution for IFG. Currently, the store does not carry any Killer Brownie items. Your task is to convince the store leadership to stock these core items and ensure they are prominently displayed in high-traffic areas.

In August 2024, IFG partnered with the Killer Brownie Co. from Dayton, Ohio. Known since the 1980s for producing "the world's best brownie," Killer Brownie is expanding nationally. IFG's focus this year is to gain new distribution points and prominent in-store locations to drive consumer trials. In the Big Island chain, you will be able to sell three of Killer Brownie's items to the leadership (Chocolatier, Brookie, and Kitchen Sink 8 brownie packs). Additionally, the store can accept displays from vendors if they are convinced it will drive sales.

The top two scoring individuals from each room will advance to the finals to sell to the Category Manager and gain chain-wide displays. Prepare to answer potential questions from your buyer and remember you have a hard cut-off at 2 minutes. Aim for a 90-second presentation to leave time for addressing objections.

Mahalo for being part of our speed selling competition and good luck!

