



strategy + process = performance



Sales Collaboration for Growth in Consumer-Driven Companies

A.van.zar.e [ah-vahn-tsah'-ray]

Ig. Italian

1. To Advance, Move Forward

2. To Surpass, Exceed

Who We Are

Avanzare Inc. is a consulting agency established in 2000. We are a team of senior, experienced Consumer Goods & Services and Retail industry professionals dedicated to working collaboratively with clients and identifying opportunities that help them grow.

Our clients are household names. To date, we have helped them add over \$1 Billion in shareholder value.

“ *We recognized the significant challenges we were facing in our Sales function. We were looking for a partner we could trust and had the necessary expertise plus a proven record of success. Just as importantly, we wanted them to work beside us in the journey, as part of our team. Avanzare fit the bill and was a key contributor, along with our company’s leadership team, to our successful Sales transformation. Results speak louder than words – we are growing again, having reversed both our downward sales trajectory and contribution to company earnings.*

VP Sales, Top Tier CPG Company

”



Our Services

Leveraging Retailer Insight To Win

Achieve greater success and grow with your retail customers through deep understanding of:

- How a retailer operates – financials, management, buyers, vendor strategies, buyers, merchandising, Private Label and more
- The implications for your company - talent/ organization/capabilities, opportunities, negotiating, bringing innovation to market and more.

Optimizing the Retailer Interface

Get the most out of each and every function that touches the retail customer - Sales, Logistics, Customer Service, Order Management, Deductions Management and Trade Marketing. Especially effective for North American aligned companies!

- FRI™ performance evaluation
- Best practices
- Improvement opportunities identification
- Gap closing – Org structure, capabilities and processes

Controlling Retailer-Related Costs

Contain your trend of increased trade spending in order to provide a sustainable platform for long-term profitable growth.

- FOUR FACTORS™ Audit
- Trade program design
- Internal capabilities and processes
- Retailer communications and negotiations

Effective Retailer Communications

Transform your story-telling capabilities. From what you say, how you say it and to who, retailer communications are often the biggest barrier to acceptance and implementation of vendor programs.

- Keys to successful presentations
- Mistakes to avoid
- Communications strategy
- Presentation reviews
- Presentation development



Our Services

Turning Data Into Sales Opportunity

Dramatically improve your organization's ROI from various internal and external sources of data.

- Gap analysis and sourcing assessment
- Deep A.C. Nielsen analysis and recommendations
- Other sales implications and opportunities
- Data visualization - design, training and mentoring
- Data marts - assessment and design

FitToCompete™ Workout

Ensure your functions and processes are 'Fit to Compete'. We can help drive impactful improvements across virtually the entire range of business activity with our innovative hothouse-type program.

- FitToCompete™ assessment
- Lean-based process development/improvement
- Implementation guidance
- Scorecards

Pricing & Promotion Architecture

Optimized pricing and promotion is a win-win for both your company and your retail customers. Increase your profit contribution and promotion effectiveness while aligning to your brand's pricing strategy.

- Strategy and financial review
- Price and promotion sensitivity
- Retailer compliance
- Modelling

Support Services

Have a short-term need to manage or support an area of your Sales or Logistics groups? We can help provide an economical alternative by acting as a resource bridge until you recruit a suitable full-time candidate



Our People



Ian Townsend, Principal Consultant

Ian is a senior business leader with a background in top companies in both Canada and the USA. His 30+ years of experience comes primarily from Unilever, one of the world's largest consumer products businesses, in the core functions of Sales, Marketing and Operations. His focus is on driving results, both corporately and in the Sales function. Ian is the founder of Avanzare Inc.



Duncan Reith, Senior Consultant

Duncan is a recognized leader in Canadian retail with senior experience in procurement, category management, national marketing and private label brand development. His executive roles include Chief Merchandising Officer at A&P Canada and Sobeys Ontario, SVP Merchandising at Canadian Tire, President Operations at Sobeys Ontario and CEO at XS Cargo. Duncan helps provide the critical retailer perspective in our work with clients.



Bill Langlois, Senior Consultant

Bill comes from the consumer packaged goods industry. As a senior executive with Unilever, he has had senior roles in Supply Chain, Sales and Marketing both within Canada and internationally. Bill brings clients a unique take on driving value by ensuring initiatives work in synergy within the entire organization to accelerate growth.



Jennifer Langlois, Senior Consultant

Jennifer has senior experience with multiple national retail businesses. With a primary focus on sales optimization, she builds high performance organizations by identifying the right data to capture and analyze to inform strategic direction, grow sales and drive customer loyalty.



Alec Guerenstein, Senior Consultant

Alec is an experienced professional specialized in building multi-tiered Visual Intelligence solutions for Sales. He draws his experience from different fields such as Systems Design, Lean Six Sigma and Visual Analysis Best Practices, implemented in some of the best known service and manufacturing companies.



Dave Draper, Senior Consultant

David experience includes leadership roles in Field Sales, Trade Marketing, Sales/Management Training, National Retail Sales Management and Brand Marketing. In addition to his subject matter expertise, Dave helps clients with large-scale integrations, organizational change, skills identification, recruiting and strategy implementation.



Dian Seguin-McIntyre, Senior Consultant

Dian is a senior finance professional and has worked extensively with sales and marketing teams on retail trade investment results. Additionally, she brings clients expertise in project management and in SAP systems implementations.



Our Difference

We do things differently for a reason. It works.

Truly collaborative approach

We work side-by-side with clients so that we can build solutions as unique as they are. We're highly responsive because we limit the number of engagements we undertake at any one point in time. In most cases, our relationships are ongoing and long term where we act as our clients' Sales 'agency'.

Senior people that actually do the work

We're passionate about our industry and want to see it prosper. We think the best way to know our clients and to fulfill their needs is by owning the work.

Sales-centric with a 360° view

Our team has extensive experience in all aspects of Sales, enriched by subject-matter experts in Retail, Marketing, Supply Chain, Finance and C-Suite. We bring the complete picture to our clients in order to provide winning and doable solutions.

Proven Track Record

We have an impressive roster of clients who testify to what we do, how we do it and the success that we have contributed to.



Our Clients

A sample of clients we have served.





To talk about how we may help, please contact:

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