

MATTHEW J. CRAWLEY

MJC LLC Owner



CLIENT SCOPE OF SERVICES

Scope of Services: 30, 60, & 90-Day Execution Plan

This Scope of Services outlines the responsibilities and deliverables of Matthew J. Crawley in representing our clients for sales to the large retailers within the first 90 days of service. We will leverage our deep industry expertise and established large retailer relationships to secure product placement and drive sales growth within each target market.

Objectives:

- Secure sales agreements with the outlined large retail store buyers.
- Present our client's brand with 150 outreaches to the large retailers and category buyers within the first 30 days of service.
- Based on bimonthly team update meetings and the continued retail strategy, conduct another 150 outreaches of our client's brand for the subsequent 30 days.
- Leverage our relationships with key decision-makers within large retail chains & deliver market insights and competitor analysis for informed strategic decision-making in the subsequent 30 days while continuing to conduct another 150 outreaches of each brand.

Sales & Account Management:

- Secure meetings with key decision-makers at target large retailers.
- Present product value propositions and negotiate favorable terms.
- Manage ongoing client / retail relationships and maintain open communication.
- Address client / retailer concerns and provide prompt solutions.

Market Research & Analysis:

- Identify key decision-makers and build relationships with the targeted large retailers.
- Analyze competitor landscape and product offerings.
- Develop tailored sales presentations and assets specific to each large retailer.

Brand & Product Development:

- Our dedicated brand and design team will focus on providing assets to support the go-to-market strategy including sales and pitch decks, sell sheets, packaging design, digital design & retail display renders within the first 30 days of service.
- Based on presentations and discussions with key decision-makers within the large retail chains continue to deliver and update assets every two weeks over the subsequent 60 days.
- Based on the market insights from the sales team and key decision-makers within the large retail chains continue to deliver and update assets every two weeks over the subsequent 60 days.

Reporting & Analytics:

- Provide regular reports on sales performance, competitor activity, and market trends.
- Track key metrics & data to measure progress towards objectives.
- Analyze data and offer actionable insights for continuous improvement.

Exclusions:

- Costs associated with trade shows or in-person meetings with large retail buyers may require additional agreements.
- Any manufacturer product packaging, manufacturing, or logistics responsibilities are excluded.

Confidentially

- Both parties agree to sign a NDA (Non Disclosure Agreement) to ensure the confidentiality and privacy of all information shared during the course of this agreement.

We are confident that our expertise and dedication will help our clients achieve its sales goals in the large retail market. We welcome the opportunity to discuss our Scope of Services further and answer any questions you may have.

Sincerely,

Matthew J. Crawley