



SALES FOCUS

INTELLIGENT SALES OUTSOURCING

www.salesfocusinc.com

FOREVER OCEANS

FOOD COMPANY

CLIENT DESCRIPTION

Forever Oceans is a food company that specializes in producing sustainable, ocean-raised kanpachi.

CUSTOMER REQUIREMENTS

Although the company had an internal sales team, Forever Oceans needed help getting their sashimi-grade fish into restaurants across the United States. Their goal was to send out 20 fish samples a month to prospective restaurants.

SALES FOCUS INC. SOLUTIONS

Sales Focus hired an experienced inside sales agent to perform outreach to restaurants across the country and send samples to interested chefs.

RESULTS

Sales Focus consistently achieved the goal of sending out 20 samples a month to restaurants, often doubling the quota. Based on insights from SFI's sales agent, Forever Oceans adjusted the expectations for Sales Focus and revamped their internal sales process.