



SALES FOCUS

INTELLIGENT SALES OUTSOURCING

www.salesfocusinc.com

FOREVER OCEANS

FOOD COMPANY

CLIENT DESCRIPTION

Forever Oceans is a food company and aqua farm operator that revolutionizes mariculture by using advanced bioengineering, biology, and husbandry to produce sustainable, ocean-raised, healthy Kanpachi from the Pacific Ocean. The company supplies its fish to Michelin Star and celebrity chefs as well as restaurants across the globe. Forever Oceans is currently building farms in Brazil, Indonesia, and Panama and is working toward the retail grocery market.

CUSTOMER REQUIREMENTS

Although the company had an internal sales team, Forever Oceans needed help getting their sashimi-grade, antibiotic-free fish from its aqua farms in the Pacific Ocean into restaurants across the United States. Their goal was to send out 20 fish samples a month to prospective restaurants and chefs who were interested in healthier seafood.

SALES FOCUS INC. SOLUTIONS

Sales Focus recruited, hired, and trained an experienced inside sales agent and implemented a results-driven sales process. The agent performed outreach calls to restaurants across the United States and sent Kanpachi samples to chefs who were interested in healthy and sustainably sourced seafood.

RESULTS

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