

Information Involvement Influence

Defining Target Groups in the Warewashing sector with FEA Industry Insight

Sales Strategy Overview



Strategic Objective

Increase Warewashing equipment sales in the Pubs & Clubs sector across operator sites in East Anglia, London, and the South East.

Strategic Focus

Identify under-served customer segments and improve sales team efficiency

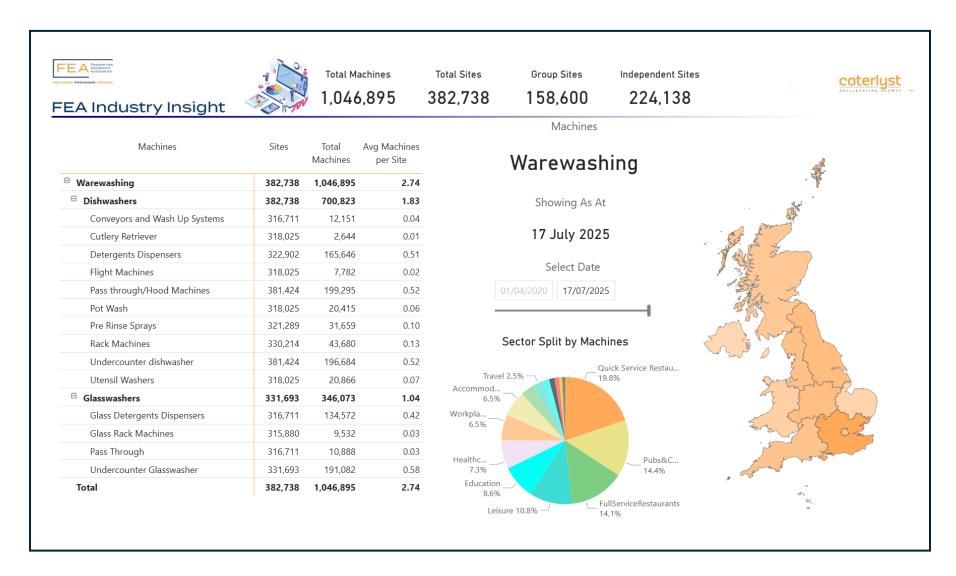


Stage One: Gather Market Intelligence



Determine the marketsize and lifecycle stage of Warewashing Equipment in East Anglia, London,

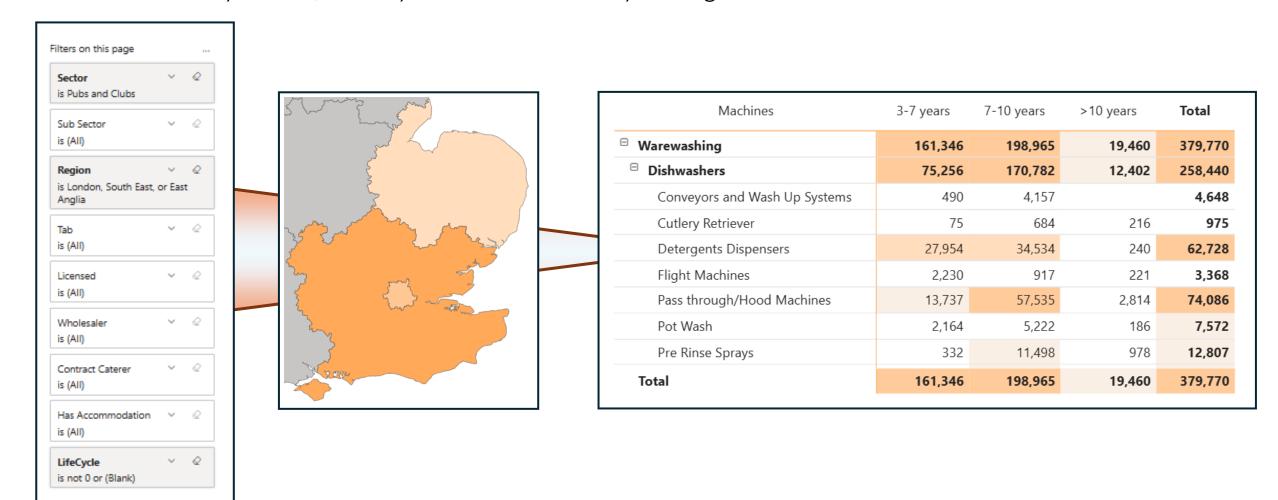
and the Southeast



Stage One: Gather Market Intelligence



Select the Lifecycle tab, filter by Sector and select your regions.



Stage Two: Map Your Opportunities



Drill through your results to uncover a list of potential leads

Use the site data to:

- ✓ Highlight operators with low/no warewashing equipment
- ✓ Segment by sub-sector and region
- ✓ Prioritise based on site volume and growth potential

Caterlyst	Google	Company Name	Town	Postcode	Region	Sector	Sub Sector	Site Type	Total Machin
					Anglia				
ම	@	THE SPARROWHAWK	LONDON	SE19 1RX	London	Pubs and Clubs	Fine Dining	Group	
@	@	THE STAG	LONDON	NW3 2QU	London	Pubs and Clubs	Fine Dining	Group	
ම	@	THE TROUT INN	OXFORD	OX2 8PN	South East	Pubs and Clubs	Fine Dining	Group	
ම	@	THE WALTERS ARMS	WOKINGHAM	RG41 5BP	South East	Pubs and Clubs	Fine Dining	Group	
ම	@	THE WHITE HART	GUILDFORD	GU3 3DZ	South East	Pubs and Clubs	Fine Dining	Group	
@	@	THE WHITE HORSE	LONDON	EC2M 2QA	London	Pubs and Clubs	Fine Dining	Group	
ම	@	ANTHONY LOW BAR (ALB)	CAMBRIDGE	CB3 9AL	East Anglia	Pubs and Clubs	Drinks Led Bars	Group	
ම	@	AULA BAR	CAMBRIDGE	CB2 1TJ	East Anglia	Pubs and Clubs	Drinks Led Bars	Group	
ල	@	BAR & COMMON ROOM	CAMBRIDGE	CB3 0BN	East Anglia	Pubs and Clubs	Drinks Led Bars	Group	
ම	@	BRUNEL UNIVERSITY - SPORTS CENTRE BAR	OXFORD	OX3 0BP	South East	Pubs and Clubs	Drinks Led Bars	Group	
ම	@	CAFE MONDIAL	READING	RG6 6AZ	South East	Pubs and Clubs	Drinks Led Bars	Group	
@	@	CAIUS BAR	CAMBRIDGE	CB2 1TI	Fast	Pubs and Clubs	Drinks Led	Group	

Stage Three: Enable Your Sales Teams



The data you have gathered will enable you to provide your Sales Teams with:

- ✓ Territory Packs for top targets
- ✓ Operator Profiles with key data
- ✓ Pitch Decks tailored by sub-sector





Stage Four: Execute your Campaign

Stage Five: Review and Optimise

Using FEA Industry Insight data, you can:

- ✓ Enhance monthly review metrics:
- ✓ Determine other subsector target regions
- ✓ Refresh target lists quarterly
- ✓ Adjust strategy based on performance

Deep Dive into <u>WAREWASHING</u>
open.com equipment market data



FEA Industry Insight



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