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This is the best and most inspirational course I have ever been a part of. I am thrilled with the thought of applying these techniques at home and in the market.

– Brian Hurst

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CREATING DEEP CONNECTIONS

BIMBO BAKERIES AIMS TO NOURISH, DELIGHT, AND SERVE

BACKGROUND

You may not be familiar with the name of the nation's largest bakery, but you'll know Bimbo's brands: Mrs. Baird's, Boboli, Entenmann's, Thomas, Sara Lee, Oroweat and more! Bimbo Bakeries produces, markets, and distributes over 7,000 products in over 17 countries in the Americas and Asia... all with a commitment to build personal bonds and nurture each relationship with integrity.

CHALLENGE

With over 41,000 distribution routes worldwide, Bimbo employs thousands of managers to oversee relationships with distributors and operators of food stores from Wal-Mart to mom-and-pop corner stores. Despite its size, Bimbo still wants to be their customer's preferred supplier by communicating and collaborating in a personal, value-added way.

SOLUTION

To continue building on Bimbo's sales managers' communication skills, Bimbo hired iSpeak to deliver Sales Communication courses to managers in New York, Florida, Pennsylvania, Arizona, North Carolina, Kansas, and more. During the two-day workshop, students developed and delivered persuasive and informative presentations designed to keep independent operators, store managers, and internal staff updated on the latest products, strategies, and trends. They also practiced critical skills for effective questioning and listening to gain understanding and build rapport. In addition, iSpeak helped managers refine how to communicate their future plans and strategies to meet corporate goals.

"After 23 years of sales, this is the best class I have attended." – Mac McEndree