



Califrais is a one stop shop for restaurants that sources and buys products from Rungis. On average we enabled them to move from 8 to 1 supplier.

Challenge

- ▶ When they arrived, Califrais had 20 clients. They struggled to get more because they did not have **any Sales processes, nor a trained Sales team.**
- ▶ The final challenge during those 3 months was to accelerate their sales growth. To do that, they had to create an **efficient Sales Machine.**
- ▶ The creation of a Sales Machine includes a deep understanding of existing processes to be able to suggest more **efficient & structured** ones. They then have to be tested and approved by the Sales Team.

Solution

1,5-month work of 2 business Associates*



Analysis of existing processes

- # Analysis of customer base
- # Definition of persona
- # Analysis of conversion funnel
- # Understand acquisition process



Understand Sales Best Practices

- # Conduct interviews with business developers in food startups
- # Understand Sales Best Practices
- # Participate in prospection to get insights



Produce & Test the processes

- # CRM
- # Prospection lists
- # Emails & call scripts
- # Meeting slides
- # KPI dashboards
- # Test new ways to reach clients



Track results

- # Track KPI weekly
- # Support on prospection

Results

- ▶ **1 CRM & sales process (scripts, flow...)** enabling them to track every interaction with clients and understand the efficiency of their pipe
- ▶ **+35% in number of customers in 2 months** (7 new clients within 2 months)

* An Associate is an on-tap full-time intern or freelancer in design or business, hired by NUMA to support startups in their execution. They execute short or long term missions to save them time.