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## Grow your drinks brand

The Drink Sales Accelerator will boost your revenue by increasing your permanent customer numbers, growing your rate of sale, and improving your profitability.

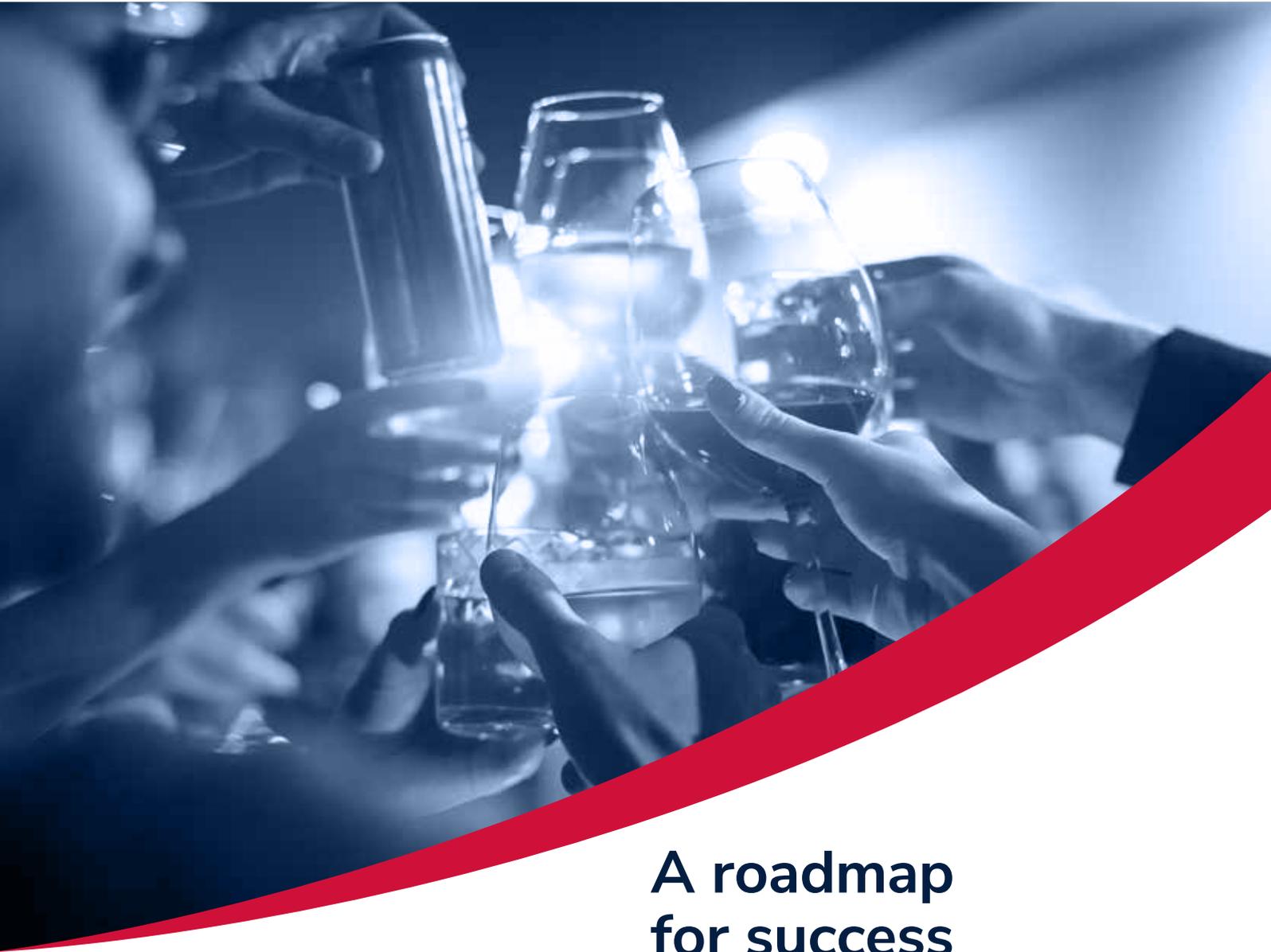
STRATEGY

RECRUITMENT

TRAINING



# Drink Sales Accelerator



## A roadmap for success

2EM is a sales and marketing consultancy for drinks brands looking to accelerate their growth.

The Drink Sales Accelerator is a 10-week coaching programme that will show you how to grow your sales through increasing your permanent customers, boosting rate of sale, and improving profitability.

The Drink Sales Accelerator team has a huge amount of experience across the drinks industry, with sales at the core of what we all do.

Our experienced team will guide you through every step, following a clear roadmap using our tried and tested methods.

# Who's on the team?

**Joe Brouder**  
Founder and  
Managing Director



Joe founded 2EM following a successful career in sales at Britvic Soft Drinks, Carlsberg UK, and Timothy Taylor's Brewery. He wanted to build a consultancy with sales at its centre, that challenged the established agencies and delivered a transparent and attractive ROI for brand owners.

Joe is also the creator of the Drink Sales Network – a nationwide network that meets regularly to share best practice, discuss trends and ideas in the industry and develop business relationships.

A dedicated and effective leader, Joe is always first to offer advice, guidance and support for industry colleagues at all stages of their careers.

His first book, How to Grow Your Drinks Business, will be published by Rethink Press in 2021.

**Jenny Elliott**  
Head of Brand  
Development



Jenny's career has spanned roles in field sales management, training and people development; first starting in the beauty industry, then making the move over to beer in 2006, where she became an accredited IBD Beer Sommelier.

Whilst at multinational brewer Molson Coors Jenny was the lead on developing their global sales training and Beer Ambassador programme. Jenny went on to work with BrewDog, where she created and implemented the International Sales Ambassador team, in over 10 international markets.

In 2019 Jenny embarked on the next stage of her career, as an independent consultant in the drinks industry, working on many start up and scale up brand projects. During 2020 Jenny relocated to Ireland, where she set up a health-focused drinks brand, supporting the founders to launch two brands in over 800 Irish retail stores over four months, whilst raising sizable private investment.

Jenny is delighted to be back in the UK working with delegates to discover their ambitions and achieve their goals.

**Ian Arands**  
Project Manager



A lover of fine food and wine, Ian started his career at Majestic Wines on their graduate management scheme, and subsequently went on to succeed in the wine and specialist food sectors across retail, on trade, off trade and export.

Brought into the beer industry by 2EM founder Joe whilst at Timothy Taylor, Ian successfully managed multiple retail groups and new business across London, leading to year on year growth in volume, revenue and profit.

Putting his analytical mind and Maths degree to good use, Ian works as a project manager at 2EM, leading on data & insight for client projects.

In addition, he is working towards a Beer Sommelier qualification to add to his WSET levels 1, 2 and 3.

Ian's focus and commitment to quality means he delivers solutions and results that are always right for the customer's needs.

# The problems all brand owners face

**Creating a drinks brand is a hugely rewarding venture, but also incredibly challenging.**

Through our years of experience working with all manner and sizes of drinks brands, we understand the daily challenges you face as owners and decision makers.

Where you might be now	Where you will be after the Drink Sales Accelerator
"We are not making enough money."	"I'm regularly hitting my budgeted numbers, and I feel much more secure now I can see my bank balance growing month by month"
"I've never worked in sales before and I don't know how to sell."	"I feel much more confident about sales, and I understand there is simply a process for converting prospects to customers."
"I don't feel I have enough time to focus on everything that I need to do."	"I am focused on areas where my skills as the founder add the most value. I have delegated some tasks and created structure and hierarchy in my business."
"We don't have enough sales leads, and when we do we're having the same conversations again and again and not making any progress."	"We now have a healthy and well-managed customer database, I can see viable prospects being prioritised and the results are coming in."
"I'm struggling to satisfy my investors."	"I have a clear sales strategy in place which means I am hitting the profit I have forecast every month."
"Salespeople don't stick around."	"I now have a plan for all the people in my business, and my salespeople can see a clear progression plan for their career growing as we do. I know we will retain them."
"There are competing pressures for my attention and money. Everyone is promising a quick fix and I honestly don't know who to trust."	"I know I can lean into the 2EM team at any time and they are there to support me. They are honest on what results my brand can achieve and in what time frame".

# So how does it work?

There are four main drivers:

**Best Practice** – drive results with tried and tested ways of working

**Peer Group** – widen your network, sharing experiences and achieve together

**Accountability** – focus on the right things at the right time

**Resources** – execute your plan swiftly with minimal hassle

What's included:

- 10 x week programme
- 16 x live group training sessions
- 10 x group Q&A coaching sessions
- 2 x one to one coaching sessions
- Open lines of communication at all times
- Access to all 2EM sales tools & templates
- Buddy up system

The course content is broken down as follows:

Pre work	Build your brand story, know your numbers	Set out your brand story, analyse your data
Week 1	A winning mindset	Reset your relationship with sales and build confidence in selling
Week 2	Brand selling story	Engage customers and consumers with your brand
Week 3	Customer segmentation	Prioritise your biggest opportunities
Week 4	Sharpen your focus	Map your customers with data & insight
Week 5	Winning permanent customers	Move your customers from guest stockists to brand advocates
Week 6	Successful steps of the sale	Deliver a repeatable, predictable process to win new business
Week 7	Measurement standards	Know the right numbers to track and maintain effective growth
Week 8	Deliver your pitch	Test and hone your brand selling skills
Bonus week	Investing in the future	How to successfully prepare for investment

# Is it for me?

**The Drinks Sales Accelerator is designed for founders, managing directors, or key decision makers of SME drinks brands.**

We have a small checklist – is this you?

- You are an established drinks brand owner.
- Your brand is positioned at a premium or above.
- You have the budget and desire to implement the recommendations we make.
- You have an ambition to grow your business.

## What do we need from you?

- Be open and transparent – we are here to support you.
- Work collaboratively with us and your peer group.
- Commit to work hard and put in the hours – we want you to win!



## Ready to get started?

**“I want to be part of the Drink Sales Accelerator!”**

Simply send us an email at [hello@2-em.com](mailto:hello@2-em.com) to get started, and be sure to include:

- Your name
- Business name
- Registered address
- Email
- Phone number
- Trading as

# What some of our other clients have said about 2EM



"2020 gave Lucky Saint the opportunity to step change our distribution and become a truly omnichannel business. We saw the demand for a quality alcohol free beer explode across on/off trade and DTC (direct to consumer) via Amazon and our own website.

Joe was instrumental in helping Lucky Saint shape our ambitious national on trade draught strategy: working collaboratively with our whole team to codify our strengths in the market, we created a clear vision and a highly tangible execution plan. Joe is not only extremely knowledgeable, he has a wonderful balance of being able to both challenge ideas constructively, while being a positive change agent. Joe continues to be a joy to bounce the ball on ideas with."

**Luke Boase, Founder, and Emma Heal, Managing Director,  
Lucky Saint, London**



"We commissioned Joe and the 2EM team to complete the Sales Baseline Report for us and were impressed from the start by the degree of rigour and analysis that he brought to the job. Joe earned the trust of the team through his professional approach and the depth of his industry experience and delivered a final report that was both detailed and insightful. As a result, we have retained Joe in an ongoing consultancy role."

**Ed Mason, Managing Director  
Five Points Brewery, Hackney, London**



"Our time with 2EM has been focused primarily around growth of on trade accounts in existing and new geographical territories. Having undertaken a comprehensive review of our brand, business operations and product, Joe identified a number of key accounts for us to approach, providing guidance as to the proposition and how it could be replicated across multiple sites. Above anything else, he has shown how, with the right formula, it can be very easy to identify and win new accounts. This is not a scattergun approach and was very much tailored to our product, which is why we have found it so efficient. The results speak for themselves with over a 100% (and growing) increase in accounts in one territory alone. We're on our way to 'owning local'."

**Ben & Kate Marston, Co-Founders, Puddingstone Distillery, Hertfordshire**

## Proud to partner with some of the best in the industry



The CRM to Supercharge  
Sales Teams



**Just Peel**

Marketing Agency – POS / Digital

# SMALL FILMS

Video Content Agency to  
the Food & Drink Sector



The UK's Leading  
Investment Pitch Agency

## Keep up to date with us

We are regular contributors to industry bodies and trade publications. Keep an eye out for our articles or webinars, and make sure to catch us at our flagship *Drink Sales Network* events.



## Contact us

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