

Prevailing Industry Practices

FOODSERVICE SALES

Pentallct is pleased to announce the publication of our **Prevailing Industry Practices: Foodservice Sales** report. In this report, Pentallct provides extensive benchmarks on foodservice sales organizations – their structure, cost, deployment and other critical metrics.

The foodservice industry is undergoing major - perhaps unprecedented change – resulting from rapidly shifting consumer preferences, power shifts, enabling technologies and other macroeconomic and competitive factors. Given these changes, coupled with relatively slow industry growth, **it is imperative for manufacturers to critically evaluate all aspects of their go-to-market approach and overall strategic positioning.** This evaluation is necessary to determine what and how to prepare for new market realities.

Specific insights, data and Pentallct commentary are provided on the following areas:

- Critical Manufacturer Sales Issues
- Use of Broker by Size of Company
- Primary Broker System Used
- Dedicated Sales Resources
- Other Fully Dedicated Sales Support Resources
- Sales Cost
- Sales Cost by Type of Sales Force
- Current Brokerage Rates
- Headcount by Company Size
- Time Allocation
- Sales Force Characteristics
- Significant Findings

The **Pentallct Foodservice Sales** report is available for \$1,049. [Click to order the Prevailing Industry Practices Foodservice Sales report.](#)

ADDITIONAL REPORTS AND STUDIES

Please use these links to review and order Pentallct's other reports and studies:

[Prevailing Industry Practices | Foodservice Trade Spending](#) | [Order Form](#)

[Nontraditional Channels: Emerging Competitive Threats](#) | [Order Form](#)

[Go-to-Market 2025 Study: Options and Imperatives](#)