



ZILLIANT POWERS \$20 MILLION REVENUE INCREASE FOR FOODSERVICE DISTRIBUTOR

PAIN POINTS IN A SELLERS-FIRST CULTURE

For one major U.S. foodservice distributor, customer dedication through exceptional sales relationships is a core philosophy. A sellers-first culture helped the company attract and retain top sales talent by giving direct sales reps (DSRs) autonomy and minimizing busy work.

However, the distributor was facing some challenging industry and competitive dynamics. In addition, sourcing opportunities became a major DSR pain point. The business intelligence tool the distributor had used for years demanded a heavy administrative lift, which involved combing through backward-looking reports to cull opportunities and determine what price to charge. Not only was this inefficient, but it went against the company culture of simply letting sellers sell.

Challenges the Distributor's Sales Team was Facing:

- **Revenue and Margin Leakage** from rule-of-thumb pricing and customer churn
- **Margin Pressure** due to competitors racing to the bottom in certain markets
- **Sales Pressure** due to lack of actionable sales guidance

EMBRACING DATA SCIENCE FOR SELLERS

The distributor's seasoned DSRs wanted to be able to spend more productive time with operators. Management also needed to bring newly hired DSRs up to speed quicker and streamline sales operations. The company's SVP of Sales and Marketing and Director of Business Solutions decided to engage Zilliant to explore bringing AI and automation into sales processes. To obtain buy-in from the sales team, sales leadership pitched Zilliant solutions as a "personal sales analyst" that could:

- ✓ Highlight Accounts with the Most Revenue Potential
- ✓ Target the Best Accounts for Sales Promotions
- ✓ Send Alerts when a Customer Begins to Order Less of an Item
- ✓ Help Prioritize Operator Visits
- ✓ Suggest New Items for Operators
- ✓ Help New DSRs Get Up to Speed Faster

The distributor eventually rolled out **Zilliant Revenue Intelligence** to generate customer-specific growth and recovery insights, and a short time later, leveraged **Zilliant Price Optimization** to transform pricing. With Zilliant solutions, the company was able to apply scientific pricing to fresh opportunities, utilize bracket pricing, help DSRs have more productive negotiations, and, ultimately, win more margin.



PANDEMIC PAUSE AND POST-COVID RAMP UP

In 2020, the pandemic and supply chain upheaval stopped all pricing and sales momentum. The distributor has since weathered the storm, but sales leadership realized that the DSR job fundamentally changed post-COVID.

Attracting, Not Forcing, Adoption:

-  Make the Science Indispensable
-  Promote Self-Sufficiency with Campaign Manager™
-  Recruit a Zilliant Champion in Each District
-  Partner Closely with Zilliant Customer Success

To ensure DSRs could work faster and be more productive and impactful than ever, Zilliant solutions were key to overcoming pandemic-driven business challenges. Though the company maintained its sellers-first culture, it initiated a sales enablement effort that focused on attracting DSRs to the benefit and value of **Zilliant Revenue Intelligence**, which included identifying targeted actions around recovery, growth, pricing, and sales promotions.

RESULTS

The distributor saw heavy adoption of **Zilliant Revenue Intelligence** from their sales enablement effort, and **Zilliant Price Optimization** helped the sales team negotiate better and win more margin.

Zilliant Revenue Intelligence was instrumental in driving sales of two growth campaigns. A campaign focused on pizza saw a sales increase of \$1.15 million, and a promotions-based campaign that was rolled out to over 700 DSRs resulted in a 20.1% increase in year-over-year sales.

Since implementing Zilliant solutions, the distributor saw massive pricing and sales improvements, which included:

- ✓ Significant Revenue from Price Despite Upward Costs
- ✓ High and Climbing Revenue Intelligence Adoption
- ✓ 88% Response Rate and \$20.2M in Revenue from Wins in 2022

“We don’t look at Zilliant as a vendor. We look at Zilliant as a partner.”

– Director of Business Solutions, Foodservice Distributor

For more information, visit [Zilliant.com](https://www.zilliant.com)