



Retail Services Team Overview



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Introduction to the Retail Services Team

It's Product Knowledge, Customer Service, and a Commitment to Excellence that set Four Seasons Produce Inc. and their Retail Service TEAM apart from the competition. The members of our TEAM are retailers working for a wholesale company, not wholesalers trained in retail. This is a huge difference when looking for solutions to grow sales and profits at the retail level. Our TEAM proudly boasts over 200 years collectively in the retail produce industry.

Why use the services of the Four Seasons Retail Services TEAM? There are a number of reasons. First, our TEAM recognizes proper training in basic produce knowledge is necessary for all of our retailers. Second, we teach and train proper product handling, inventory control, ordering, display recommendations and techniques, sanitation, and customer service. Third, to help with this training, our TEAM has put together a basic produce training manual for all of our retailers. Most importantly, your success is the priority of our TEAM!

Our TEAM is focused on driving your sales! We do that through a variety of ways such as: in-store display building, sampling of products, and constant communication with our buying and sales team. Our TEAM is updated daily on market conditions and industry news allowing us to inform you of special buys or deals and offer advice and support. We also assist with store remodels, special events, such as tent/outdoor sales, and Grand Openings of new stores.

This is a brief overview of what the Four Seasons Retail Services TEAM has to offer. Inside this packet, you will find bios of our merchandisers and pictures of displays that they have built. We also are including testimonials from a few of our customers to share their thoughts about our TEAM. We look forward to building a lasting relationship with you and helping you make your produce business extremely successful.

Please call us today at 1-800-422-8384, Ext. 2720 to schedule an appointment for one of our TEAM members to visit your store or visit our website to learn more about our company.

Overview

To see the rest of this overview, click on the link below to sign up for a Customer Access account. Please be sure to have your Four Seasons Produce account number ready to sign up:

<https://www.fsproduce.com/tools/publicrequest.aspx>

If you're not a Four Seasons Produce customer, email sales@fsproduce.com or call 800-422-8384 and ask for the sales department.