



# CASE AGRISTO



Since 1986 Agristo has been producing authentic and delicious fries, croquettes and other potato products to suit private label customers choosing for unequaled quality, endless possibilities, state of the art production, taste and cosiness.

## WE DELIVERED



### CO-CREATE

Dynamic mini stories on specific topics, uplifting the graphical aspect & dynamics within presentations, such as trends, products, packaging, sustainability. Bringing presentations to a next level and always making sure sales has the up-to-date information.



### STORYTELLING - STRATEGIC EXERCISE

Analyze the existing sales story and adapt it to a new way of selling, adapted to the Agristo strategy and environment.



### DOCUMENT MANAGEMENT SYSTEM AND INTEGRATION OF EXISTING TOOLING

One platform for all sales tools, easy to use content distribution, brand book consistency, ... Integrating existing tools such as virtual tours, movies, ... within presentations.

## THE CHALLENGE

Going from potato producer to potato consultants. At Agristo it never stops to professionalize and keep growing in a spectacular way and this managed within the family company.

Making the next step and building the bridge between sales and marketing is where Agristo wanted to make the next step and where we at Salesdrive stepped-in.

Understanding their business and supporting them in their road to excellence and growth. Enabling their sales team with inspiring conversation focussed content. Easy to access, easy to distribute and easy to follow-up.

## WHAT WE DID

Starting with a strategic exercise on the existing presentation material and the sales story. In close collaboration with Agristo marketing dept., together we completely changed the approach, design and added dynamic content ending with integrating existing commercial tools, making sure to be in line with the Agristo Brand book and hyper personalized to the buyer community.



Supporting and inspiring sales with high quality content & dynamic stories, to be able to make the next step in our growth strategy.

**ANNEKE VANFLETEREN**  
MARKETING MANAGER AT AGRISTO



### DYNAMIC & CONTENT MANAGEABLE VIEWS

Integration of content / product range in a dynamic way to showcase the versatility of the product range, the possibilities, the way of working,...

All of this is made available in the backend, keeping Agristo in the content driver seat, managing all of the dynamic content themselves and making sure sales is always on the road with up-to-date product information.

## CONTINUITY & TRAINING

Facilitation of onboarding of new employees, training existing employees on the sales story, changing customers and content between employees due to regional changes. These were all challenges we faced when we started. Since we used a more visual way of presenting, we integrated a training mode where internal employees could see the story they had to bring in their sales conversations, keeping the presentations lean and value focused for prospects.

This also helped new employees to get introduced into the world of Agristo.

Our engine also made it possible to interchange prospects, adapted content and history between users in order to be able to follow in a constantly changing environment.

A sneak peek into some interactive company and product visualizations for Agristo.

