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Distributor Sales Training Agenda #1

Certified Angus Beef[®] Culinary Center

Day #1

Arrive at your leisure and check in to the hotel

6:30 p.m. Optional dinner at *Certified Angus Beef*[®] brand licensed restaurant

Day #2

Continental breakfast available at hotel.

7:45 a.m. Arrive at The Culinary Center

8:00 a.m. Welcome & Team introductions

8:15 a.m. **The *Certified Angus Beef*[®] brand – your partner in success**
From the Angus cattle ranchers dedicated to raising the highest quality beef to the consumers who rely on the *Certified Angus Beef*[®] brand for quality - it's about partnering for success. Learn how each element from our science-specifications to product tracking system is designed to benefit your business.

8:45 a.m. **The *Certified Angus Beef*[®] Specifications**
We will evaluate a side of beef and learn about the value of each science-based specification.

9:45 a.m. **Interactive Beef Fabrication**
Understand the differences in the primals – chuck, round, loin and more. Learn where each cut comes from and how location impacts palatability of individual cuts. We'll also find hidden gems that offer profit potential for your customers.

12:00 p.m. Lunch

1:00 p.m. **Continued Beef Fabrication and Cut ID Review**

2:30 p.m. **Brand Assurance Overview**
Brand integrity is the foundation of the brand. We will share how you play a critical role in ensuring brand integrity as you represent the brand in your market.

3:15 p.m. **Ground Beef 101**
Understand all of the options available in the ground beef category and how quality ingredients make a difference in the ultimate eating experience.





- 4:15 p.m. **Final Q&A** – any questions from the day
- 4:30 p.m. Sessions conclude for the day. Depart for hotel.
- 6:30 p.m. Dinner at a *Certified Angus Beef*[®] brand licensed restaurant.

Day #3

Continental breakfast available at hotel & check out of hotel

- 7:45 a.m. Depart hotel for farm – *(weather permitting)*
- 8:00 a.m. **Visit an Angus Farm**
Grab your boots and travel to the farm where you will meet folks who are passionate about their land, Angus cattle and way of life. America's family farmers and ranchers are committed to quality and take great pride in the *Certified Angus Beef*[®] brand.
- 9:00 a.m. Depart farm
- 9:30 a.m. **The Beef Industry – By the Numbers**
Visit with the *Certified Angus Beef*[®] packing division team members to get a closer look at the current numbers of the cattle industry and how the increasing focus on high quality, black-hided animals drives the future supply of the *Certified Angus Beef*[®] brand.
- 10:15 a.m. **Marketing Opportunity discussion**
Learn the tools and resources available as you take the *Certified Angus Beef*[®] brand to your customers. We will share our exciting new heritage campaign designed to keep the brand positioned as the leading Angus brand.
- 11:00 a.m. **Selling with the *Certified Angus Beef*[®] Mobile App**
Knowledge is power, and the *Certified Angus Beef*[®] brand Sales Tools app supplements the sales materials available on Licensee Services, arming you with information while you're on the road.
- 11:30 a.m. **Overcoming Sales Objections**
Interactive session focused on overcoming the most common brand objections of price, Angus-confusion and USDA Choice product.
- 12:45 p.m. Lunch
- 1:30 p.m. Sessions conclude, depart for airport



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Distributor Sales Training Agenda #2

Certified Angus Beef[®] Culinary Center

Date TBD

Day #1

- 10:00 a.m. Flights arrive
- 12:30 p.m. Arrive at The Culinary Center
Lunch served upon arrival
- 1:00 p.m. **Welcome – Brand Overview and History**
- 1:30 p.m. **Brand Quiz**
Test your knowledge of the *Certified Angus Beef*[®] brand and see how much we will learn in the next two days.
- Complete and submit order forms for *Certified Angus Beef*[®] merchandise gift.
- 1:45 p.m. **The *Certified Angus Beef*[®] brand specifications**
Join our meat scientist in the meat lab as we evaluate a side of beef and learn about the value of each science-based specification. Learn the attributes of key cuts and where they come from on a side of beef.
- 4:00 p.m. **Cattlemen’s Connection**
Learn how your sales of the *Certified Angus Beef*[®] brand impact cattlemen in your area. Explore how to answer your customer’s questions and share a positive story for the beef community.
- 4:45 p.m. ***Certified Angus Beef*[®] brand specifications review**
Teams will work together to evaluate different scenarios and decide if they qualify for the brand.
- 5:30 p.m. Sessions conclude for the day. Depart for hotel.
- 6:30 p.m. Dinner at a *Certified Angus Beef*[®] brand licensed restaurant.





Day #2

Continental breakfast offered at the hotel

- 7:45 a.m. Arrive at The Culinary Center
Please check out of the hotel and load luggage directly on to your shuttle bus
- 8:00 a.m. **Overcoming Sales Objections**
Interactive session focused on overcoming the most common brand objections of price, Angus confusion and USDA Choice product.
- 9:00 a.m. Break
- 9:15 a.m. **Brand Integrity**
Brand integrity is the foundation of the brand. Learn how you play a critical role in ensuring brand integrity as you represent the brand in your market.
- 10:00 a.m. **Marketing Opportunities**
Discuss marketing opportunities available from the menu and beyond and how you can put the brand's consumer recognition to work for you. From staff training programs, on-premises marketing, social media and proven advertising campaigns, we have a complete tool box to meet your needs.
- 10:30 a.m. **Selling with the *Certified Angus Beef*[®] Mobile App**
Knowledge is power, and the *Certified Angus Beef*[®] brand Sales Tools app supplements the sales materials available on Licensee Services, arming you with information while you're on the road. Learn the key features that are available at your fingertips through this convenient mobile application that empowers you to sell the *Certified Angus Beef*[®] brand with confidence.
- 11:15 a.m. **Sales and Leadership Projects**
Discuss sales projects and tips for success.
- 11:45 a.m. ***Certified Angus Beef*[®] Championship Quiz Bowl**
Bragging rights are on the line! Four teams will pair off in an intense quiz bowl competition that will test your knowledge of brand specifications, cut identification, labeling the primals and more.
- 12:15 p.m. Lunch
- 1:15 p.m. Depart

