

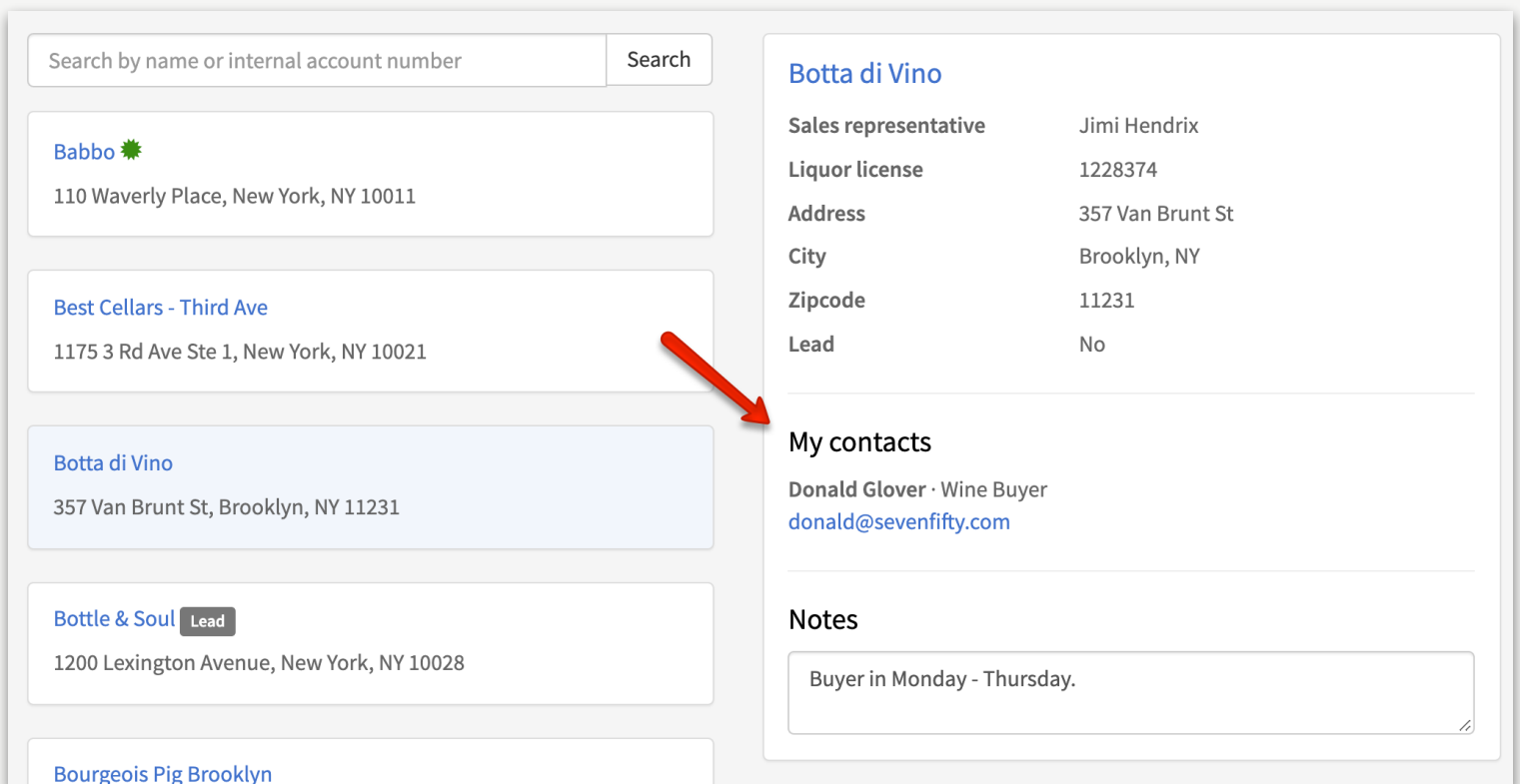
# Telesales Programming

Over 30,000 beverage sales professionals use SevenFifty to organize their accounts and develop new sales opportunities. This guide is divided into two sections:


1. Account management
2. Product presentations

## Account Management

Use the **Accounts tab** to organize your customers, record buyer contact information, and set personal reminders.



Search by name or internal account number

**Babbo**   
110 Waverly Place, New York, NY 10011

**Best Cellars - Third Ave**  
1175 3 Rd Ave Ste 1, New York, NY 10021

**Botta di Vino**  
357 Van Brunt St, Brooklyn, NY 11231

**Bottle & Soul** Lead  
1200 Lexington Avenue, New York, NY 10028

**Bourgeois Pig Brooklyn**

**Botta di Vino**

Sales representative	Jimi Hendrix
Liquor license	1228374
Address	357 Van Brunt St
City	Brooklyn, NY
Zipcode	11231
Lead	No

**My contacts**

Donald Glover · Wine Buyer  
[donald@sevenfifty.com](mailto:donald@sevenfifty.com)

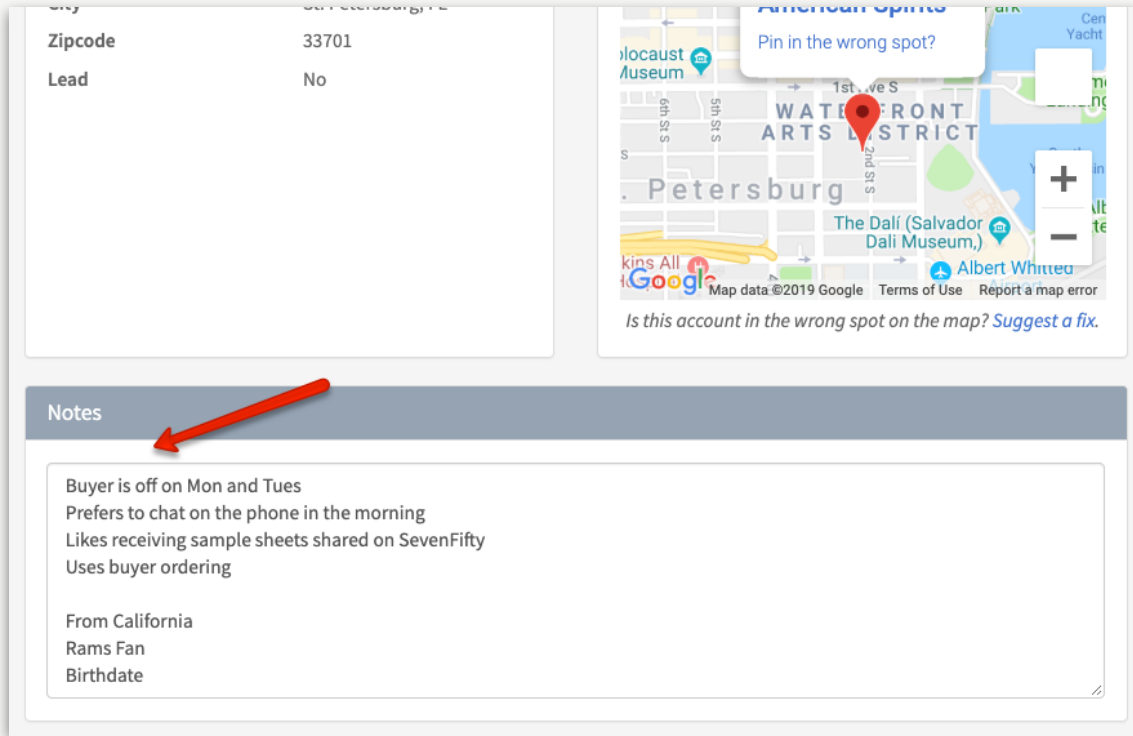
**Notes**

Buyer in Monday - Thursday.

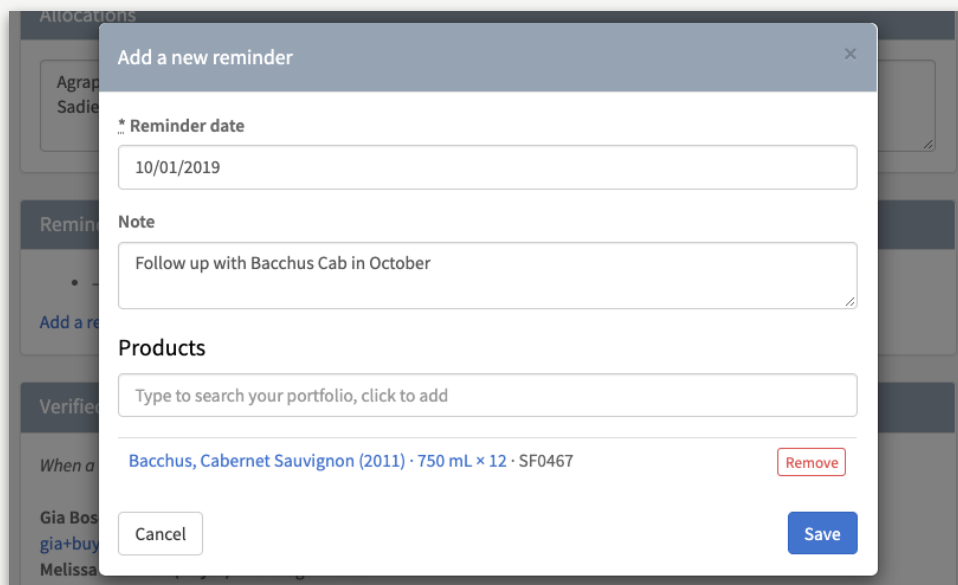


**Add notes** to the accounts detail page. Consider including:

- Buyer preferences and scheduling
- Product requests



**Set reminders** to follow up about specific products or to schedule the next sales call. SevenFifty will send you an email reminder on the selected day.



Click “Add an account” in the top right corner and **prospect for new potential** customers using our liquor license lookup.

### Step 1: Search for new license

Find a customer to add to your account roll using the lookup tool below. Click on a result to select that account and add it to your account roll. If you do not see you searching again using a different keyword or business address.

If your buyer does not yet have a liquor license, or you cannot find it below, click [here](#) to add the new account.

License lookup 


Search by license number, name, city, or zip

State

Missouri

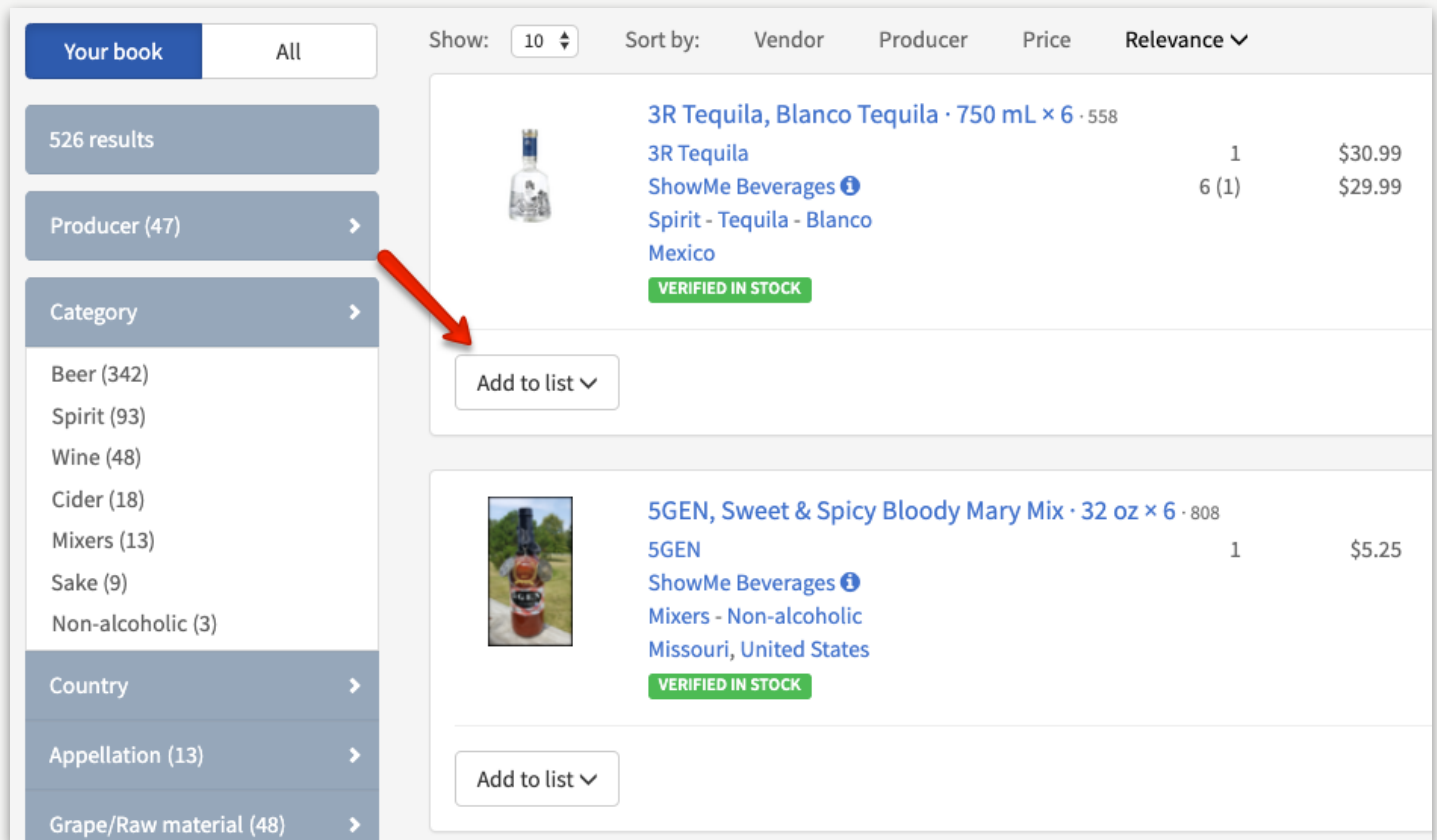
Search

Send your buyers a Verification Request once you receive their email addresses.

Account	Internal #	First Name	Last Name	Email	
103 West	120000009303	Stevie	Nicks	sn@buyer.com	 Send
124 Package	120000006363				Send
Bourgeois Pig North					Send
Brooklyn Heights Wine Bar					Send
Calyer					Send
Cata					Send

## Product Presentations

Use **Browse** to review your portfolio and find products. Then build a list to put together your first product presentation.



The screenshot displays a product catalog interface. On the left, there is a sidebar with filters: 'Your book' (set to 'All'), '526 results', 'Producer (47)', 'Category' (with sub-options: Beer (342), Spirit (93), Wine (48), Cider (18), Mixers (13), Sake (9), Non-alcoholic (3)), 'Country', 'Appellation (13)', and 'Grape/Raw material (48)'. The main area shows a list of products. The first product is '3R Tequila, Blanco Tequila · 750 mL × 6 · 558'. It includes a product image, a 'ShowMe Beverages' link, and a 'VERIFIED IN STOCK' badge. Below the product details is an 'Add to list' button with a dropdown arrow, which is highlighted by a red arrow from the sidebar. The second product is '5GEN, Sweet & Spicy Bloody Mary Mix · 32 oz × 6 · 808', also with a 'ShowMe Beverages' link and a 'VERIFIED IN STOCK' badge, and an 'Add to list' button.

Product Name	Quantity	Price
3R Tequila, Blanco Tequila · 750 mL × 6 · 558	1	\$30.99
3R Tequila	6 (1)	\$29.99
5GEN, Sweet & Spicy Bloody Mary Mix · 32 oz × 6 · 808	1	\$5.25

Make your list “public” then email the link to your buyer.

## Beer Pairing Menu

This list is public and can be shared with anyone — including those outside SevenFifty — by sending them a link to <https://www.sevenfifty.com/lists/1785481>. Use the Sharing menu to the left to tweet a link to the list, preview what it will look like to others, and more. Only members of SevenFifty will see pricing or distribution information.

Beer Dinner on March 20, 2019



New Belgium Brewing Company, Voodoo Ranger IPA · 12 oz × 24 · 8771

New Belgium Brewing Company

1

\$1.37

\$32.95

Demo Distributing ⓘ

[Add price quotes](#)

Beer - Ale - IPA

Colorado, United States

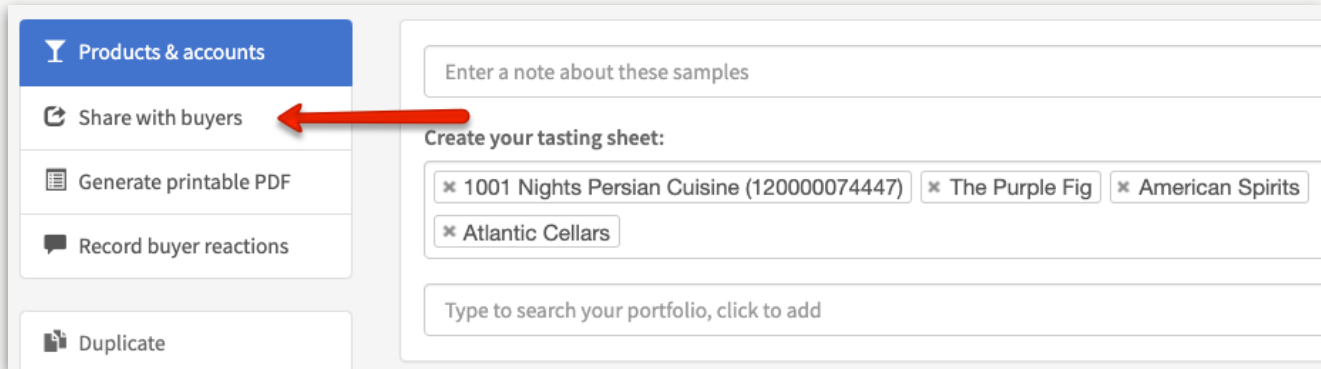
VERIFIED IN STOCK

Bring out the hops! This clear amber beauty bursts at the starting gate with an abundance of (citrus), Chinook (floral/citrus), and Simcoe (fruity) lead off the beer, with Cascade added again for an intense dry hop flavor. Brewed with pale and dark caramel malts that harmonize the hop flavor from start to finish, Ranger is a sessionable splendor for all you hopinistas. Thank your Beer Ranger!


More ▾



Once you are officially working with an account you can start sending them **Shared Sample Sheets**



**Tech Sheets, Sample Sheets, Lists, and Price Books** are all downloadable and printable should you choose to email or mail material to buyers.




Jimi Hendrix  
Sales Rep  
Demo Distributing  
jimi.hendrix@demo.com  
917-555-5555

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**August 12, 2019** *Browse our full portfolio at <https://www.seventyfive.com/demodistributing>*

buzz buzz

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**Karchach Brewing Co., Blood Orange Radler**

Type	Beer - Specialty - Cocktail	<b>Bottles</b>	1	<b>\$/bottle</b>	2.00	<b>\$/case</b>	48.00
Producer	Karchach Brewing Co.						
Region	Texas, United States						
Size	12 oz can x 24						
SKU	KarchachBloodOrange-can						

Radler: German for "cyclists," Texan for "Damn refreshing!" Whether riding a fixed gear, a skateboard, or a pogo stick, we're all adventure seekers and we're all looking for the ultimate post-ride brew ski! Karchach's Radler is a blend of blood orange and a golden beer that is sure to quench a Texas-sized thirst! So wherever your next journey takes you, make sure you add plenty of Karchach Radlers to the packing list!

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**21st Amendment Brewery, Hell or High Watermelon Wheat Beer**

Type	Beer - Specialty - Fruit	<b>Bottles</b>	1	<b>\$/bottle</b>	1.00	<b>\$/case</b>	15.00
Producer	21st Amendment Brewery		3		0.96		14.40
Region	California, United States		5		0.87		13.05
Size	12 oz can x 15						
SKU	20000008374						

A classic American wheat beer using fresh watermelon. Straw-colored and refreshing with a kiss of watermelon aroma and flavor.

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**Leinenkugel Brewing Company, Grapefruit Shandy**

Type	Beer - Specialty - Cocktail	<b>Bottles</b>	1	<b>\$/bottle</b>	1.19	<b>\$/case</b>	28.50
Producer	Leinenkugel Brewing Company						
Region	Wisconsin, United States						
Size	12 oz x 24						
SKU	6766						

Leinenkugel's Grapefruit Shandy is our take on this tradition. Each batch begins with our traditional weiss beer. We then combine it with natural white grapefruit flavor that adds a note of fresh-cut citrus, because here refreshment is our greatest natural resource.