

# HOW MCCAIN KEEPS THEIR SALES TEAM ACCOUNTABLE AND ON TARGET



Data-driven reporting has created a more engaged Sales team at McCain — allowing for a more hands-on approach for driving monthly targets, delivering business reviews, and executing Sales calls.

## BACKGROUND

Established since 1957, McCain Foods Limited is a Canadian multinational frozen food company established in Florenceville, New Brunswick, Canada. As the world's largest manufacturer of frozen potato products, they ensure operations continue in a sustainable fashion for generations to come. When Paul Gere, Vice President, Sales Operations and Capability, was looking for more insight into his Sales strategy and results, he sourced and deployed McCain's first-ever end-user business reporting system, Tibersoft Explore.

## CHALLENGES

Paul and the team were up against some obstacles from the start. Initially, McCain used an enterprise reporting tool that contained difficult to use product descriptions and incorrect organizational levels — a challenge for the Sales team. To produce results, Paul and team required 130 spreadsheet reports to piece together the full picture. After reviewing their internal systems, the management team made the decision it was best to look for a focused foodservice technology vendor.

## SOLUTIONS

Enter Tibersoft Explore, and the Direct Sales and Operator Review modules. With the Direct Sales module, McCain can view their entire sales process end-to-end, meaning no more spreadsheets. With Operator Review, the McCain team can uncover key foodservice accounts that need a boost and pinpoint why, enabling data-driven conversions with their clients.

## RESULTS

Now Paul and the team have the best in class Sales reporting system, allowing for more in-depth insight into Sales performance and results. They are now able to use the system to align one of their fundamental values — accountability — for both Sales results and product/recall tracking. The numerous spreadsheets are no longer needed, and the Sales team now has an efficient way to view product descriptions and organization levels right within the system.

**\$10 BILLION CAD**

in global sales

**22,000**

employees worldwide

**160 COUNTRIES**

Products can be found

**1 IN 4**

Frozen potato products are made by McCain

## PRODUCTS

Tibersoft Explore

Direct Sales Module

Operator Review Module

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