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Wear the right shoes

Tell me about me

1. Demonstrate that you understand my business.
2. Tell me who my clients are and what you know about what we do for them
3. Help me understand that while we may be described as a corporate caterer, you get the fact that we think of ourselves as retailers when we talk about the competition, we don't mean the other caterers, we mean tesco, spar, costa, the local deli across the street from the office where we manage the food service contract.
4. You get that we are fighting for the same euro that they are fighting for
5. Tell me about the fact that you understand where the major growth opportunities are in our business: in education and healthcare
6. Tell me that you understand that the foodservice consumer environment is slightly different to traditional retail

Tell me about you

1. Tell me about your HSE credentials
2. Demonstrate that you understand your market and your competition
3. Tell me about how and why you have created the product you want me to list. Tell me why it's different to everyone else
4. Tell me about the research you have undertaken which has identified a consumer need
5. Tell me the story behind the product/the provenance
6. Tell me about your current volumes – who is buying your product
7. Tell me about your ability to manage the scale our business would create for you

Tell me about me and you

1. Make the connection between what you know about me and what you have to offer
2. Tell me about how you would launch the product in my business – what would you need me to do?
3. Tell me about how we can grow the category together
4. Tell me about how you are going to reward future growth through the price I pay for your product if I deliver on agreed volume targets
5. Tell me about how you would like to sign up to a joint business plan and review it on a quarterly basis

Thank you.

