

Steps and procedures you need to follow concerning new National Accounts

1. Locate the new account in a specific state.
2. The account can be either a Wholesaler or a retail chain for direct business.
3. If it's a retailer identify the "preferred wholesaler" for the retailer
4. Make sure the wines to be sold & distributed don't conflict with current state sales and registration patterns
5. Have potential client fill out a credit application, and obtain and call three references.
6. First order is pre-payment to establish the proper perspective, don't try to talk the owner out of this position.
7. First order must be 168 case minimum.
8. Add 2-4 new account per year.
9. Don't try to change or circumvent these procedures.