



**For Immediate Release**

For Waypoint, contact:  
Kevin White, President  
FSI Southwest  
210-403-1807  
[kwhite@fsisw.com](mailto:kwhite@fsisw.com)

For The Forum Corp., contact:  
Patrick Collins  
Madison Communications  
617-553-0349  
[pcollins@madisoncommunications.com](mailto:pcollins@madisoncommunications.com)

**Waypoint engages The Forum Corporation to roll out new sales process,  
developing membership's selling skills**

Chicago, IL – Waypoint, an industry association of regional foodservice brokers, has engaged The Forum Corporation to equip its members' 500 broker salespeople with advanced sales and leadership skills and to roll out a sales process that will be consistent across all of the organization's members.

The initiative is critical to Waypoint's goal of improving the go-to-market system by working with manufacturers on key issues that impact the effectiveness and efficiency of all foodservice industry participants.

Forum was chosen in part because it has worked to transform sales organizations, develop Branded Customer Experiences, and build leadership capacity with many clients, including Fortune 500 companies and some of the world's most recognizable brands, such as Aflac, Canon, Haagen-Dazs, Home Depot, and Irving Oil. During its 35-year history, Forum has helped clients increase profitability, market share, revenue growth, and customer and employee loyalty.

"Forum has extensive experience helping organizations achieve higher performance by executing strategies through people, which is exactly what we're looking to accomplish with Waypoint. We're very excited to take advantage of their expertise in equipping our members with the right information, skills, and tools to achieve results," said Kevin White, President of FSI Southwest, a member of Waypoint.

Waypoint, established earlier this year, currently includes seven members, each of which is a leading regional broker. Members include Benchmark Sales, Dougherty Brokerage Company, FSI Southwest, FoodSalesWest, Grant Hanson Associates, Innovative Concept Group, and Venture Marketing.



The organization will work with manufacturers to create a dialogue for growth, develop best practices, and integrate planning and resources, among other efforts.

“We see brokers as an extension of the manufacturer and believe that we can support manufacturers in ways that will contribute to their profitable growth,” said Dave Lyons (President of FoodSalesWest). “An important part of that effort is providing our members’ salespeople – and by extension the manufacturers – with a sales process that is consistent, reliable, and profitable for all involved.”

Ed Boswell, CEO of Forum, said it was a privilege to be selected by Waypoint to assist in such a strategically important initiative.

“We appreciate Waypoint’s confidence, and look forward to working closely with the organization’s members to make this initiative a success,” he said.

### **About Waypoint**

Waypoint, an organization of regional foodservice brokers, plays an important role in establishing a dialogue on critical issues facing the foodservice industry today. Consisting of seven regional foodservice brokers – Benchmark Sales, Dougherty Brokerage Company, FSI Southwest, FoodSalesWest, Grant Hanson Associates, Innovative Concept Group, and Venture Marketing – Waypoint is focused on improving the go-to-market system by jointly working on key issues that impact the effectiveness and efficiency of all foodservice participants. For more information, contact any one of our Waypoint members.

### **About The Forum Corporation**

Forum is a world leader in helping companies execute their strategies through people. For 35 years, its work has helped clients increase profitability, market share, revenue growth, and customer and employee loyalty. Forum combines experience and research-based insights in learning design, consulting, and facilitation to bring about changes in attitudes, beliefs, and behaviors that enable employees to achieve and exceed the desired benefits of a strategic change, to reduce time to improved performance, and to sustain the change over the long term.

For more information contact us at:  
Forum North America  
Forum EMEA  
Forum Australia  
Forum Hong Kong  
Forum Singapore  
www.forum.com

800.FORUM.11  
44 (0) 20.7017.7150  
61.2.9955.4877  
852.3966.7288  
65.6505.2050  
forum@forum.com

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