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VERNOCONSULTING.COM

GETTING STARTED HOW WE WORK WITH YOU

 **VERNOCONSULTING**

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VERNO CONSULTING SUMMARIZED

+ WHY

Beverage wholesalers are still structured & operating the same way they have been for years even though the market is changing rapidly, including their retailers, consumers, suppliers, and employees.

+ WHAT

Verno Consulting provides industry-specific best practices and a proven project management methodology to help wholesalers accomplish their specific goals.

+ HOW

Verno designs customized solutions to better align their client's strategy, structure & processes to ensure they stay ahead of the rapidly changing industry.

WHY CLIENTS WORK WITH US

✓ INDUSTRY EXPERTISE

Verno is dedicated to the beverage distribution industry and has consulted with over 400 wholesalers across the country.

✓ OUTSIDE PERSPECTIVE

Many wholesalers only “know what they know”. Verno brings a non-biased perspective that challenges the company’s status quo and gets management to consider new ideas and alternative solutions.

✓ PROVEN METHODOLOGIES

Verno provides proven project methodologies and customized solutions to help wholesalers achieve their goals.

✓ LEGACY OF SATISFIED CLIENTS

Verno is proud to have worked with many of the industry leaders, both large and small. The vast majority of Verno’s business comes directly from referrals, which is a testament to the quality of work and client satisfaction.

OUR WORK PHILOSOPHY

We believe each client is unique and requires unique solutions.

No two wholesalers are the same, so projects are tailored to the individual wholesaler's business goals, culture, and market. As consultants, we are committed to seeing our clients succeed in the marketplace. We provide proven processes, best practices, and project management, but there are no cookie-cutter solutions.

We believe client personnel are the key to the success of every project.

The client's personnel are the subject matter experts. They provide knowledge of the local market, portfolio, competition, and the day-to-day actions required to be effective. Therefore, key personnel are involved in designing the solution and ultimately owning the solution.

We believe continuous learning is imperative to be the best in the industry.

We learn from every client and every project. Keeping up with the changing needs of the beverage industry is on-going. Best practices continue to evolve and new best practices emerge.

We believe in long-term relationships.

We're in this for the long-haul. We strive to be the go-to, trusted resource for our clients today and for many years in the future.

HOW TO GET STARTED



1 INITIAL INQUIRY

You contact Verno with an initial inquiry and high-level summary of what you're looking for.

2 CONFERENCE CALL

Verno sets up a time to talk with you and key leadership to further discuss your challenges, goals, and desired outcomes. Verno also explains our process and services in greater detail.

3 WORK SCOPE & PROPOSAL

Verno delivers a first-pass work scope outlining your project goals, our project methodology, and a summary of expected deliverables. Once your team approves the work scope, Verno submits a final proposal complete with pricing and timing.

LET'S HAVE A CONVERSATION.

CONTACT **WES Verno** BY EMAIL OR BY PHONE.

 WESVERNO@VERNOCONSULTING.COM

 [303.718.7849](tel:303.718.7849)

OR FILL OUT THE CONTACT FORM ON THE WEBSITE:

 VERNOCONSULTING.COM/CONTACT

TYPICAL PROJECT STRUCTURE

HOW WE WORK WITH YOU

PHASE 1: DIAGNOSTICS

A

PRE-WORK

Prior to coming on-site, Verno collects and analyzes data provided by the Client and conducts industry research as needed.

B

ON-SITE DISCOVERY & MANAGEMENT UPDATES

Once on-site, Verno conducts several interviews with key managers and supervisor in addition to observing key processes. Each day, Verno provides the executive team with updates and findings from the interviews and data analysis.

C

RECAP & NEXT STEPS

Upon completion of the discovery process, Verno presents a summary of the findings to the executive team along with a comprehensive list of improvement opportunities. Together, Verno and the executive team identify priorities and develop a framework of a solution complete with high-level timelines and next steps.

If the Client requests Verno support to help manage the design process all the way through implementation (Phase 2), Verno will provide a new proposal outlining the project plan and associated pricing.

PHASE 2: SOLUTION DESIGN & IMPLEMENTATION

D

ASSEMBLE TEAMS, DESIGN SOLUTIONS, & IMPLEMENT

Verno partners with management to assemble project teams, establish clearly defined goals & develop tracking tools so that the desired outcomes are achieved. Verno guides the project teams in developing new strategies, structure & processes to accomplish the overall project goals. Verno works alongside the Client throughout the whole process to ensure successful implementation.

OUR CONSULTING SERVICES



GO-TO-MARKET (SALES, DELIVERY, & MERCH)



ORG STRUCTURE DESIGN



SERVICE POLICY



OPERATIONS LABOR MANAGEMENT



SUPPLIER MANAGEMENT



INVENTORY CONTROL



KPI DASHBOARDS

DON'T SEE WHAT
YOU'RE LOOKING FOR?
CONTACT VERO
TODAY TO DISCUSS
HOW WE CAN HELP
YOUR COMPANY
MEET ITS BIGGEST
CHALLENGES.