

Benchmarking - Sales & Marketing in the Food & Beverage Industry

The Business Issue

A food & beverage company wanted to assess and benchmark the performance of its sales & marketing function for Latin America within 2 weeks.

The Solution

10EQS conducted a qualitative and quantitative benchmarking study of sales & marketing functions in the food & beverage industry in Latin America. The insights were based on interviews with 13 senior executives across 7 companies and 6 different countries.

The Result

10EQS helped the client benchmark its sales & marketing operations against key market players on metrics such as sales and marketing budgets, salary per headcount, revenues.

Client

International Food & Beverage Company

Project Type

Benchmarking & Leading Practices

Project Team

1 Senior Collaboration Manager
1 Associate Collaboration Manager
13 Industry Experts
10EQS Delivery Operations

Time Frame

2 weeks