

## The Paradigm Pulse - Committee Updates

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To:Chris Miller <chrism@esourcemiller.com>



2nd Quarter 2023



Paradigm distinguishes itself by prioritizing open lines of communication and actively working to dismantle territorial boundaries. We recognize that these barriers can hinder revenue growth for the manufacturers we represent. By fostering a culture of transparency and collaboration, we create an environment where effective communication thrives. This approach enables us to maximize incremental revenue opportunities, benefiting both our manufacturers and the success of our partnerships.

**Here's the latest on our committees!**



## INSIDE SALES



**Amy Gindro**

*Inside Sales Chair*  
**Redstone**

In Q2 & Q3, the Inside Sales Committee achieved a lot towards our goal of working collectively to reduce factory customer service time by resolving issues before they reach the factory. Our team hosted held a special Q&A about using cases, this ensures all Paradigm member companies are working towards using a case system for orders, quotes, and tracking to reduce errors and improve customer satisfaction time. They're also creating tools for more efficient work in the REV, like a new automatic feature and ways to improve communication through cases/emails. As Q4 starts, they're excited to introduce these changes, believing they'll help everyone who uses REV or works with cases.

### Committee Members:

**Amy Gindro - Chair**  
Redstone  
**Shawna Shepherd**  
E-Source Miller

**Natalie Fetsch**  
Kain McArthur  
**Danielle Homberger**  
Zink Foodservice  
**Kim Scott**  
Kitchen Resource Group

**Jensen Paolucci**  
Collis Group  
**Ann Stoldolka**  
Vader & Landgraf  
**Karen Sekevitch**  
Vader & Landgraf

## MARKETING



**Sam Webster**

*Marketing Chair*  
**Zink Foodservice**

The Marketing Committee wrapped up Q3 with solid achievements. They rolled out their new Paradigm-wide email platform which allows the marketing toolbox to come to life! Now email content like new product releases utilizes consistent email templates across all of paradigm to ensure the launch is aligned with our premier manufacturers. They finished a social media spotlight campaign highlighting our committee achievements. In Q4 we plan to develop and print the Paradigm Annual Report as an executive summary on what Paradigm achieved in 2023 and looking ahead for our 2024 goals.

### Committee Members:

**Sam Webster - Chair**  
Zink Foodservice  
**Chris Miller**  
E-Source Miller

**Nikki MacGregor**  
E-Source Miller  
**Reilly Forschey**  
The Redstone Group

## CULINARY SALES



**Tug Toler**

*Culinary Sales Chair*  
**E-Source Miller**

The Paradigm Culinary Committee made big waves recently. They created top-notch "Paradigm Culinary Training" rules that the team and our key manufacturers now follow and ran two big training groups. This quarter, we'll launch a Culinary Social Media strategy with measurable goals and introduce the Paradigm Culinary Experience, including optimized Culinary Center usage. We're also implementing a Culinary Demo Protocol. What sets us apart are our unique certification courses covering both sales and culinary skills. The team plans to showcase these skills in a joint "Experience" event and will round out the quarter by attending a professional development course to ensure ongoing growth and excellence.

### Committee Members:

**Tug Toler - Chair**  
E-Source Miller  
**Tim Kovacs**  
Vader & Landgraf

**Drew Petterson**  
Zink Foodservice  
**Steve Proger**  
Redstone

**Steve Stratton**  
Redstone  
**Ian Brown**  
Kain McArthur

## REV TECHNOLOGY



**Emily Whitmore**  
*Rev Technology Chair*  
Zink Foodservice

The REV Technology Committee had a busy quarter, introducing new ways of handling quote cases and refreshing the stages for chances to sell in the REV. They started offering training for Paradigm team members and are listening to feedback for making things better. They're also crafting a support system for service after purchases and putting the final touches on the plans for next year. One of their big goals is to start a community for dealers, with at least one joining soon, and they're figuring out how to connect SpecPath with the REV. All this work is about making the day-to-day easier and better servicing our clients.

### Committee Members:

**Emily Whitmore - Chair**  
Zink Foodservice  
**Tyler Albers**  
Zink Foodservice

**Shawna Shepherd**  
E-Source Miller  
**Jensen Paolucci**  
Collis Group

**Steve Stratton**  
Redstone  
**Ian Brown**  
Kain McArthur

## PROFESSIONAL DEVELOPMENT



**Tucker Meyers**  
*Prof. Dev. Chair*  
E-Source Miller

The Professional Development Committee had some big wins in Q2. They made the REV training and onboarding process even better. New video lessons with quizzes for REV 201 are out now, teaching the team about Campaigns and how to link emails using Cirrus Insight. They've mapped out a new plan to improve the way new hires onboard in REV, with added steps for selling. A standout moment was when Taylor Young from Morgan Stanley talked about managing money and the economy's direction during an online meet-up. For Q4, they've got more REV 201 videos coming and are working with the Outside Sales team on easy-to-understand guides for the year's goals.

### Committee Members:

**Tucker Meyers - Chair**  
E-Source Miller  
**Julie Heath**  
Zink Foodservice

**Chris Moran**  
Kitchen Resource Group  
**John Owens**  
Kain McArthur

Group

## HEALTHCARE & EDUCATION



We are excited to announce that the Healthcare & Education Committee met in September for their Vision Building meeting led by Jeff Griffiths. We collaborated over many ideas to bring this committee to life by discussing our goals and visions that we had all experienced in the K-12 & Healthcare markets. After discussing issues and what we want to accomplish, we were able to set some one-year goals that include:

- Marketing & Information Systems
- Developing Comprehensive Resources for Healthcare & K-12
- Specification Expertise
- Paradigm Internal Support

At the end of October, we had our first L10 meeting where we further expanded on our goals as a Committee. We set action items to include developing a list of local and national events for participation, and a comprehensive directory of K-12 promotions from each factory to be compiled. Some of our other key goals include expanding our reach on Social Media, Newsletters, Who to Call Guides, and Trade Show Synergies. We will be further aligning and setting our Rocks to start first Quarter 2024. We look forward to making a huge impact in 2024!

#### Committee Members:

**JoAnne Stphenson - Chair**  
E-Source Miller  
**Nikki Escalante**  
The Redstone Group

**Eric Waataja**  
Kitchen Resource Group  
**Chad Christine**  
Zink Foodservice Group

**Stephanie Tragesser**  
Zink Foodservice Group

## OUTSIDE SALES



This quarter, the Paradigm Outside Sales Committee has achieved significant milestones in strengthening our sales operations and strategy. We finalized and prepared for the Q4 publication and implementation of several standard operating procedures (SOPs) that are vital to sales excellence. These include the SOPs for Factory Sales Manager territory visits, pre-call planning, weekly planning day checklists, and annual planning for territory landscape. These procedures are designed to enhance the effectiveness and organization of our sales efforts, ensuring that our team provides the best possible experience to manufacturing partners and customers.

The committee has been dedicated to the development of a Factory Brand/Champ Management dashboard within the REV system, which will offer insightful tools for sales management and be shared across member companies. Our commitment to recruiting and developing a top-tier salesforce remains at the forefront of our actions, positioning us to end the year on a strong note of productivity and collaborative success.

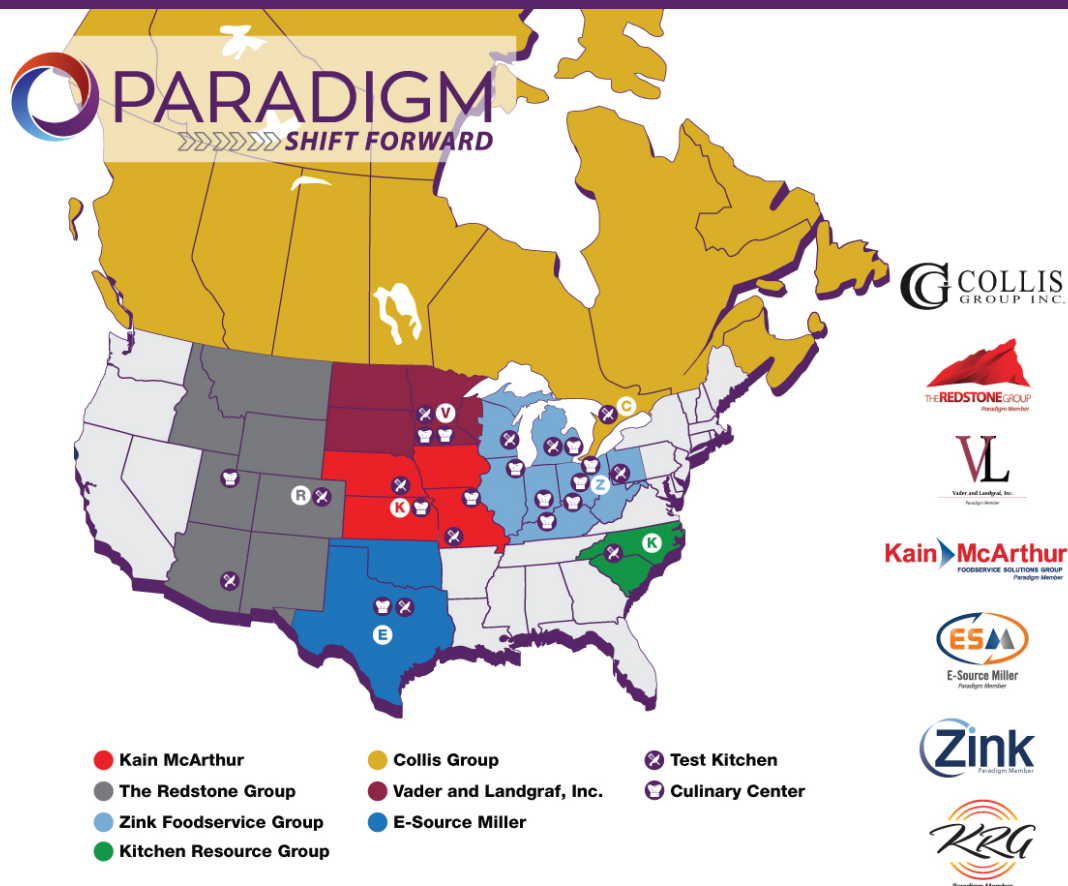
#### Committee Members:

**Greg Morris - Chair**  
E-Source Miller  
**Matt Swain**  
Kain McArthur  
**Bryce Allen**  
The Redstone Group

**Ryan Morris**  
Kitchen Resource Group  
**Mike DeRosia**  
Vader & Landgraf  
**Josh Mehling**  
Zink Foodservice Group

**Chris Kyriakou**  
Collis Group  
**Chris Mulholland**  
Zink Foodservice  
**Chris Kannawin**  
The Redstone Group

Paradigm members are focused on outperforming the market in top line sales, profit margins, forecasting efficiency, and client experience. Founded in 2015, Paradigm member companies jointly focus on continuous improvement. The Rev, our exclusive software platform, is the foodservice industry's most complete sales performance, strategic planning, and forecasting system. Through the EOS management platform, each Paradigm member company is provided the structure and tools needed to define its vision, measure performance, tackle issues, and grow its people. We bring together Innovation and Systems to consistently outperform the market.





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