

HACCP Countdown

HACCP implementation for most NAMP member companies is now 13 months away. That may seem like all the time in the world to have your program written and implemented, but it's not. If you have not yet attended a HACCP training program and feel that you should, sign up for the next NAMP sponsored training February 6-8 in Kansas City, MO. For more information call the NAMP office at 800-368-3043.

Halal Handbook Available

The Islamic Food & Nutrition Council of America (IFANCA) and My Own Meals, Inc. have published a handbook, *Halal Industrial Production Standards*. This book covers, supervision, inspection, slaughtering and meat processing, packing, documentation, and more. The 28 page handbook costs \$10.00 and can be ordered from My Own Meals, Inc., P.O. Box 334, Deerfield, IL 60015.

Reinstated Member

NAMP is pleased to reinstate the following member
Prime Label Consultants
 544 7th St., S.E.
 Washington, DC 20003
 Elizabeth Bechtold

Dates to Remember

February 6-8, 1998
 NAMP HACCP Seminar
 Holiday Inn North K.C.
 Kansas City, MO

March 27-29, 1998
 NAMP's 41st Management
 Conference
 The Drake Hotel
 Chicago, IL

October 8-11, 1998
 NAMP's 56th Annual Convention
 La Quinta Resort
 Palm Springs, CA

Developing a Pipeline Mentality

by John R. Graham

A Pipeline Approach

Short-term thinking limits a company's reach, undermines its stability and frustrates efficiency, while longer-term strategies produce the opposite results. If the goal is to assure growth and perpetuation, then a longer-term approach achieves the best results. This is achieved with what can be called a pipeline mentality.

The process is one of constantly filling the pipeline with potential business while taking care of the new business that flows from the pipe. The more effort going into customer creation will pay off in increased business.

How to build a pipeline strategy:

1. View prospects as customers-in-the-making. Although it contradicts traditional sales strategies, prospects should not be looked upon as a potential sales because it distorts the selling process. It is easy to see a salesperson who has one objective in mind, to make the sale. Prospects dealing with this type of sales person will quickly sense the true mission and go on the defensive. Prospects must be looked upon as customers-in-the-making, whether they buy today or a year from now. The goal is to bring them into your orbit so that they will not go elsewhere.

2. Make prospect identification a continuing commitment. This is a difficult and constant task. The life force of sales is prospective customers who have learned the value of doing business with you and who recognize that partnering with you is in their best interest.

3. Implement tactics for cultivating prospects. Customers set their own buying schedules and they're not about to have their priorities changed to fit the needs of a salesperson. They don't want ten phone calls. They're not moved by attempts to arrange a meeting or someone saying "I'd like to get together with you to gather information." Learn their schedules and needs and you'll get the order.

4. Be the resource for prospects. The most effective way to convince a customer to buy from you is to make yourself invaluable. What you sell may help a customer become more successful. The best way to become aligned with your company is to allow them to discover the depths of your experience and the extent of your knowledge. This is the value added that makes a significant difference.

A results-based approach

Because results are what count, wasting time chasing possible sales, following up on less than serious prospects, and preparing dead-end proposals doesn't make sense. Short-term tactics are unable to identify and penetrate the serious customers. What's required is a strategy that fills your customer pipeline with prospects who can be nurtured so that there is a steady flow of new business from those who know and understand your company's capabilities.

FSIS Final Rule

The Food Safety and Inspection Service (FSIS) is amending the federal meat inspection regulations to permit the use of a blend of carrageenan, locust bean gum, and xanthan gum as a binder in cured pork products labeled "Ham Water Added" and "Ham and Water Product x% of Weight is added ingredients." This rule will be effective January 20, 1998.

Equipment Wanted

Intercity Packers, Ltd. in Vancouver, B.C. is looking for a used Holly 865 patty machine. If anyone can help please fax information to Intercity Packers 604-291-0456.