



International Caterers Association

International Caterers Association - 3601 East Joppa Road
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Peer to Peer Learning – ICA Roundtable

Sales Growth

Jennifer Perna – July 1, 2015

Q: SALES GROWTH QUESTION-- short and sweet today-- what % increase in revenue do you ask of each salesperson on an annual basis?

A: Roy Porter- I ask for, encourage and do just about anything to have at least a 1% per month increase.

The 1% is more attainable for most. With compounding the annual rate adds up quickly. They are praised and rewarded generously.

Those who do not make the 1% month are coached, encouraged or replaced, unless there is some compelling reason.

Cory Gosik- We aim for 10% annually from each salesperson. Ray Roy Porter how do you account for high and low seasons? Is your market pretty steady?

Heidi Dietel Brice- 10-13% annually

Suzi McMerty Shands- 8% to 12% depending on the venue

Vijay Goel- Do you break it down by new business vs. existing channels/ accounts?

Suzi McMerty Shands- Vijay of our 12 sales consultants 2 are solely corporate sales, 1 is solely wedding sales and the other 9 are a combination. Our increase is based on business overall, no breakdown.