

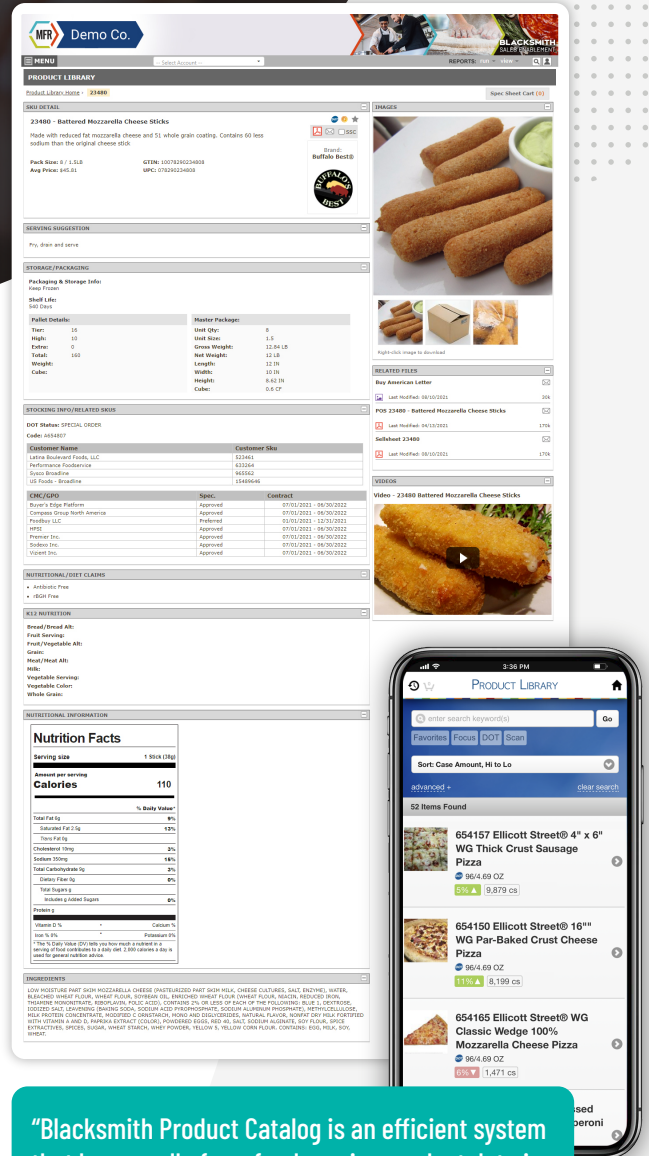
# BLACKSMITH SALES ENABLEMENT

## Product Library

Equip your sales team with the hardest working product catalog in food service.

### SALES TEAMS HAVE MORE TIME TO SELL WHEN EVERYTHING IS IN ONE PLACE:

- ✓ Access accurate and updated product data from your GS1 data feed
- ✓ Email product spec sheets and related files
- ✓ Obtain distributor product codes and DOT stocking info
- ✓ Show products approved by customers (GPOs, etc.)
- ✓ Manage distributor and operator private label brands
- ✓ Send school products to One Food Service (1FS) Schools channel
- ✓ Sort by favorites, brands, and focus products
- ✓ Available only to the brokers who represent your products
- ✓ Access via secure desktop portal or with the 1FS App



"Blacksmith Product Catalog is an efficient system that houses all of our food service product data in one place, in the right format with the right information that our sales team needs."

- TANYA S., SENIOR MARKETING MANAGER, BASIC AMERICAN FOODS



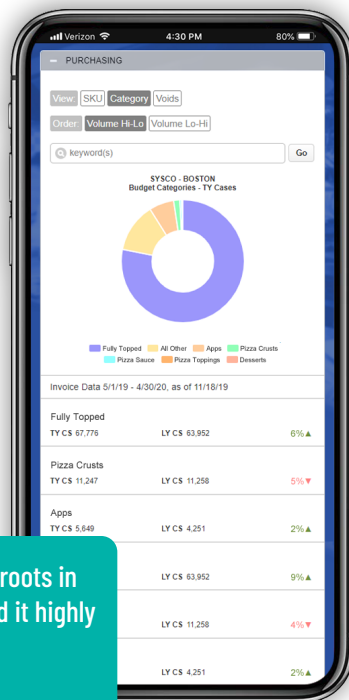
**BLACKSMITH**  
SALES ENABLEMENT

# Integrated Sales Insights

Integrated Sales Insights keeps your team informed and motivated, helping them make decisions today that will move the needle tomorrow.

## DELIVER IMMEDIATE VISIBILITY ON:

- ✓ Product & customer performance
- ✓ Specific buying trends for priority products
- ✓ Product voids in the market and at the customer



"Simple, adaptable, and has its roots in food service. I can't recommend it highly enough!"

- CRAIG G., VP FOOD SERVICE, IDAHOAN

## Give your broker sales team the edge:

- Fact-based decision making
- Time savings
- Focus on priority products and campaigns
- Value driving sales activities

**One Food Service (1FS)  
MANAGED ACCESS**  
delivers the right sales  
data to the right broker  
automatically

