



Commercial Strategy & Negotiation

New Frontiers

a Sales Perfect® programme

New Frontiers - Unlocking Growth Through Strategic Category Diversification

New Frontiers is a flexible, modular business growth programme designed to help B2B distribution companies expand into new product categories with confidence, backed by deep expertise and data led insights.

Our team holds a particular specialism in cleaning and catering supplies categories, although their unique blend of insights and execution works equally as well in other categories.

The programme combines strategic planning, supplier relationship expertise, category development and fractional sales leadership to help established businesses diversify their offer, strengthen their market position and drive sustainable revenue growth beyond their core categories.

What will New Frontiers deliver?

- A clear, evidence-based strategy for category expansion aligned to your customer base and market opportunity
- Deep category knowledge transfer in cleaning chemicals, hygiene products and catering equipment
- Proven supplier negotiation frameworks to secure competitive terms and sustainable margins

- A compelling value proposition and category-specific sales approach
- Enhanced sales team capability through category knowledge training
- Practical support for customer development through Fractional Sales Director services
- A structured implementation roadmap with measurable commercial outcomes
- Access to established networks and market intelligence in target categories

Who New Frontiers is for

Designed for owners, managing directors and commercial leaders of established B2B distribution businesses.

Ideal for businesses that have:

- A strong core category but limited product range
- Existing customer relationships that could support wider category sales
- Ambitions to grow revenue and improve customer retention through diversification
- The operational capability to handle new categories but lack market expertise
- A need for specialist sales leadership to accelerate growth

The New Frontiers framework

The Four Pillars of Strategic Category Growth

1. **Market Intelligence** - Understanding where opportunity exists, what customers need and how competitors are positioned. Evidence-led insights.
2. **Category Expertise** - Deep technical and commercial knowledge in target categories creates credibility with your customers and confidence in your team.
3. **Supplier Relationships** - Securing the right supplier partnerships with competitive terms, reliable supply and appropriate support unlocks sustainable margin and market entry.
4. **Sales Capability** - Equipping your team with category knowledge, sales skills and the confidence to position new offerings effectively drives conversion and growth.

These four pillars work together to create a robust foundation for diversification that delivers both immediate revenue impact and long-term strategic value.

How the New Frontiers programme works

New Frontiers can be delivered through one or more of the following options. You can engage with a single element or combine them into a tailored programme.

Consultancy & Advice

Strategic Category Assessment - Comprehensive analysis of your current customer base, market positioning and capability to identify the highest-potential categories for expansion. Includes market sizing, competitor mapping and financial modelling.

Proposition Development - Design of compelling go-to-market propositions for new categories, including pricing strategy, service differentiation and customer communication approaches.

Supplier Negotiation Strategy - Advisory support to evaluate potential suppliers, structure negotiations and secure terms that support both margin objectives and market entry requirements.

Training Workshops

Cleaning / Catering Category Knowledge Development - Intensive training sessions covering cleaning chemicals, hygiene products and catering equipment. Your sales team gains the technical knowledge, application understanding and competitive intelligence needed to sell confidently into new categories.

Sales Skills for other New Categories - Practical sales training focused on consultative selling techniques for category expansion, including needs analysis, solution positioning and overcoming buyer objections when introducing new product lines.

Delivered as open workshops or bespoke sessions tailored to your organisation.

Coaching & Mentoring

Sales Leadership Coaching - 1:1 coaching for sales directors and senior sales managers on leading category expansion initiatives, building team confidence in new areas and maintaining momentum through the transition period.

Account Development Mentoring - Targeted coaching for account managers on introducing new categories to existing customers, managing stakeholder conversations and building category credibility.

Specialist Support

Fractional Sales Director - Hands-on, embedded support where you need experienced sales leadership to drive customer development, manage key negotiations and accelerate market entry without the commitment of a full-time hire.

This flexible resource provides strategic direction, customer-facing activity and team support as your business scales into new territory.

You choose the level of engagement. Start with strategic planning, add training for immediate capability building, or engage fractional support for sustained momentum.

Programme Leadership

Ross Jones - Group Perfect® Associate Director

Ross Jones brings over 20 years of commercial leadership experience in B2B distribution, with deep expertise in the cleaning and catering sectors.

Having held senior-level, global roles at Reckitt, Clorox, Nisbets and Diversey, Ross understands both the strategic opportunity and practical challenges of category expansion. His work spans go-to-market strategy, supplier negotiation, sales team development and market entry planning.

Ross has worked with multiple B2B businesses to identify growth opportunities, develop compelling propositions and build the commercial capability needed to execute successfully. His approach combines rigorous market analysis with hands-on implementation support, ensuring strategies translate into measurable results.

Ross's particular strength lies in translating complex category knowledge into practical sales tools and customer conversations, making category expansion accessible and achievable for businesses without prior expertise in the target markets.

Evidence & Client Feedback

Market Analysis Track Record - Ross has completed detailed market opportunity assessments across multiple sectors, including quantifying addressable market potential in UK cleaning distribution and identifying underserved customer segments worth £50m+ in annual value.

Category Expertise - Deep working knowledge of cleaning chemicals (including specialist formulations), hygiene consumables, janitorial equipment and catering supplies developed through years of operational and strategic roles in these markets.

Supplier Relationship Success - Proven track record of negotiating terms with national and international suppliers, securing competitive pricing, rebate structures and marketing support that enable profitable market entry.

Strategic Consulting Impact - Clients have benefited from actionable go-to-market strategies, data-driven category selection and detailed implementation roadmaps that translate insight into revenue growth.

“Ross brings a rare combination of strategic thinking and practical commercial experience. His knowledge of the FM sector and ability to identify genuine growth opportunities has been invaluable to our planning.”

Managing Director, B2B Distribution Business



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Next steps

If you're unsure which approach is right for your business, you can start with a free, no-obligation conversation with us:

Call: 0845 6000 281

Email: enquiries@salesperfect.co.uk

We'll listen to your situation, offer practical guidance, and connect you with the most appropriate support – whether that's **New Frontiers** or another relevant Sales Perfect® programme.