

An outstanding sales team for an unusual company

Christine Mirebeau, the company's Sales Director, implemented the company's current distribution method: remote sales. This is a specific sales technique, that is especially suitable for unusual and exclusive products, with a product range that is constantly evolving, and with a discerning clientele seeking above all originality.

The Soripa Gastronomie sales team is staffed by seven people, with a strong emphasis on catering trades. Our veritable online consultants have a perfect command of all product lines. Each of these sales specialists, the majority of whom are women, heads a department that is specific for each type of spice, which is another unique feature of the company. *"We feel that instead of customers being guided by their own preferences, all doors should be opened to them and we should provide answers to all of the questions that they will no doubt wish to ask when presented with so many new product options"*, says Christine Mirebeau.

Over time, the company has acquired the reputation of being a specialist in "the strange". So the Company needs to be able to advise—without lecturing— to reassure Chefs in their product choices. Soripa Gastronomie targets large and medium-sized restaurants, for all those seeking to innovate, seek outstanding products, and who wish to break the mould. The technique used by our employees is to discuss products and share their culinary passion. Their objective is to explain the concept of the company and emphasise its unique nature. And this is all done by telephone. *"Before, we had several representatives who travelled across France to meet with Chefs. But an on-the-road rep is not able to meet with many people in the same day, and Chefs have less and less time to spare to meet reps"*, explains Christine.

In 1985, Soripa had already set up a remote sales team designed to support on-the-road representatives. Christine Mirebeau went on to make it the exclusive sales strategy and went on to launch an online sales site.

Soripa Gastronomie has enjoyed renown for over 55 years, which ensures that each member of the sales team provides a warm welcome and has a thorough knowledge of all products. As the Company developed, so the knowledge of its personnel continued to increase in terms of knowledge of raw materials, production methods, markets and usage instructions.

Our products are often used in unorthodox ways. This is where Soripa Gastronomie's innovation comes into play, encouraging our customers to be audacious. *"Customers have developed alongside us, and they are very curious and seek out new ideas. We help them to develop their creativity by giving them usage tips for our products"*, Christine explains.

To sell exclusive, and original products to a niche market is the objective of the company's sales team. Creativity, expertise and attentiveness are company qualities that have won over many chefs.

Online sales advisors



Make an appointment to come and visit our show-room. Contact one of our sales advisors who will arrange a convenient appointment for you. This will let you discover the scope of our range of Spices, Aromatic Herbs and Condiments.

Our company is located to the East of Paris, a few kilometres from Marne-la-Vallée, 30 minutes from Rungis, near to a Nationale 4 road exit.

- From the "Francilienne" N104, follow signs for Nancy on the "Nationale" Route, Turn off at Gretz Zone Industrielle (Industrial Estate), and follow signs for Presles-en-Brie, cross straight over the round-about, and the first building on the right-hand side is ours.
- From the A4 motorway, when you get to Collégien-Lognes, follow signs for Gretz-Tournan, and take the D471 until you come onto "Nationale" 4, then follow signs for Nancy and take the next Gretz ZI exit.

Our site comprises warehouses and production and packaging laboratories. Our delivery logistics allow us to dispatch throughout the European Union by courier, express mail, consignment or refrigerated transportation to the strictest deadlines.

