

# Weekly Profit

A publication of Hawkeye Foodservice Distribution, Inc.

Hawkeye  
Foodservice  
Distribution

***“The most successful businessman is the man who holds onto the old just as long as it is good, and grabs the new just as soon as it is better.”***

- Robert P. Vanderpoel

So, what if I told you that I know of a better way of doing something that you have been doing the same way for years? Would you want to know more? How many of you rely on a once or twice a week visit from your foodservice salesperson(s), to place your order for groceries? How often are you ready for that salesperson when they arrive? How often do you have time to do more than place the order when the salesperson is there?

Your Hawkeye Sales Representative can be a very valuable business consultant. They have continued training on new items, the latest trends, current promotions and cost saving ideas. They can provide samples of products that could jump start your tired menu. They see what works and doesn't work at a number of other businesses, and can often see problems in your business that you can't because you are too close. Too often the time they have with you is relegated to placing your food order, and there is very little time for anything else.

So, let me make a suggestion to change how you have always ordered your food to a new, better way. Hawkeye has a direct order entry program for our customers called Power Net. It is very easy to learn and use, and we offer free training and support. The system allows you to place your order from an order guide built from your purchase history, from your bid, or from a custom guide that you create that can be sequenced in any manner you like, such as how

the items are physically arranged in your storeroom. The order entry gives you current pricing for every item, and you can check on inventory on hand and incoming P.O.'s. You can also search for new items from a list of everything that Hawkeye stocks. Power Net also gives you access to your outstanding invoices and your purchase and order history.

We can set up multiple users for your account and give them different access rights dependent on their login. This means that you could give setup access for one of your cooks to be able to enter the order online, but it may have to come to you for approval before being sent to Hawkeye. We can also restrict the access to the outstanding invoices or to new items and many other functions. The system can be tailored to meet your needs.

The Power Net system is fully web based and can be accessed 24 hours a day from any computer that has an internet connection. This means that you could place your order when it is convenient for you, not when the sales person comes in. Now, when your sales person makes their weekly call on you, they will have more time to be the consultant that they are trained to be, and show you new products, or find ways to help you make more money.

To learn more about the Power Net web order entry system ask your Hawkeye Consultant (Sales Person) next time they call on you. We can sign you up and have you on your way to being a more successful business person in no time.

**Michael Leaders**

Foodservice Technology

## **Hawkeye Foodservice Distribution, Inc. Presents Profit U:**

An intensive one day training seminar designed for your key employees to help them maintain profitability and thrive in today's workplace environment. There will be training seminars focusing on Center of the Plate, Social Media, Foodservice Trends and Marketing. There is no cost for this seminar. A \$50 gas card is available for each attending account. Space is limited so contact your Hawkeye Sales Representative to get your spot reserved!

**Join Us On:** July 21, 2010 : St. Louis, MO  
September 29, 2010 : Sioux Falls, SD  
November 17, 2010 : Des Moines, IA

**Corporate Office: (800) 272-6467**  
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