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Sales and Marketing Management



RAM GROUP

Field Sales Coverage

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RAM's field sales offices (*) are strategically located across the U.S. to effectively manage your all national, regional and local retailers.

RAM GROUP provides national coverage, beginning with corporate centralized buying accounts and ending with local market retailers.



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As retailers continue to consolidate, centralized buying and merchandising is becoming more prevalent. To effectively market products today, RAM Group coordinates all activities from corporate to retail.

The top 10 grocery retailers now control 65% market share. (The top 20 control 80%). RAM Group is structured to meet this challenge and provides national account team leaders that coordinate all presentation,

merchandising and administrative activity from corporate to retail.

- **New Distribution**
- **Promotional Management**
- **Centralized Administration**
- **Business Reviews**

In addition to corporate account coverage, RAM Group also places a strong emphasis on regional and local customer coverage within each of our five regions.

In summary, all retailers are effectively managed from centralized buying accounts to local market retailers.

Click on the regions below to view regional headquarters and markets served.

- [Northeast](#)
- [Southeast](#)
- [Northcentral](#)
- [Southwest](#)
- [Western](#)

For more information, [contact RAM Group](#).

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RAM Group is headquartered in Columbus, Ohio U.S.A. Telephone: 614.766.9859