

Streamline lead generation



Consistent flow of engaged prospects



Lower lead acquisition costs



Improved ROI

The challenge

For B2B food ingredient sellers, the traditional methods of generating leads can be both **costly** and **inefficient**. Cold outreach often fails to scale, and inbound leads are inconsistent, making it difficult to predict the quality and quantity of prospects. Sellers waste valuable time chasing unqualified leads instead of engaging with buyers who are ready to make a purchase.

The solution

1-2-Taste provides a platform that connects sellers with buyers who are already engaged and interested. Through our marketplace, you'll receive:

- **Sample requests:** Prospects who want to try your products and are ready to engage.
- **Quote inquiries:** Businesses looking to purchase ingredients and inquire about pricing.
- **Direct sales conversations:** Real-time discussions with potential buyers, shortening the sales cycle.

The outcome

By partnering with 1-2-Taste, B2B food ingredient sellers can:

01

Streamline lead generation:

Eliminate the need for cold outreach and unqualified leads.

02

Cut lead acquisition costs:

Engage with buyers who are ready to purchase, saving valuable resources.

03

Increase ROI:

Consistent qualified leads lead to higher conversions and returns.

Conclusion

1-2-Taste provides a reliable, scalable solution for food ingredient sellers to consistently generate and convert high-quality leads, ultimately **boosting business growth**.