

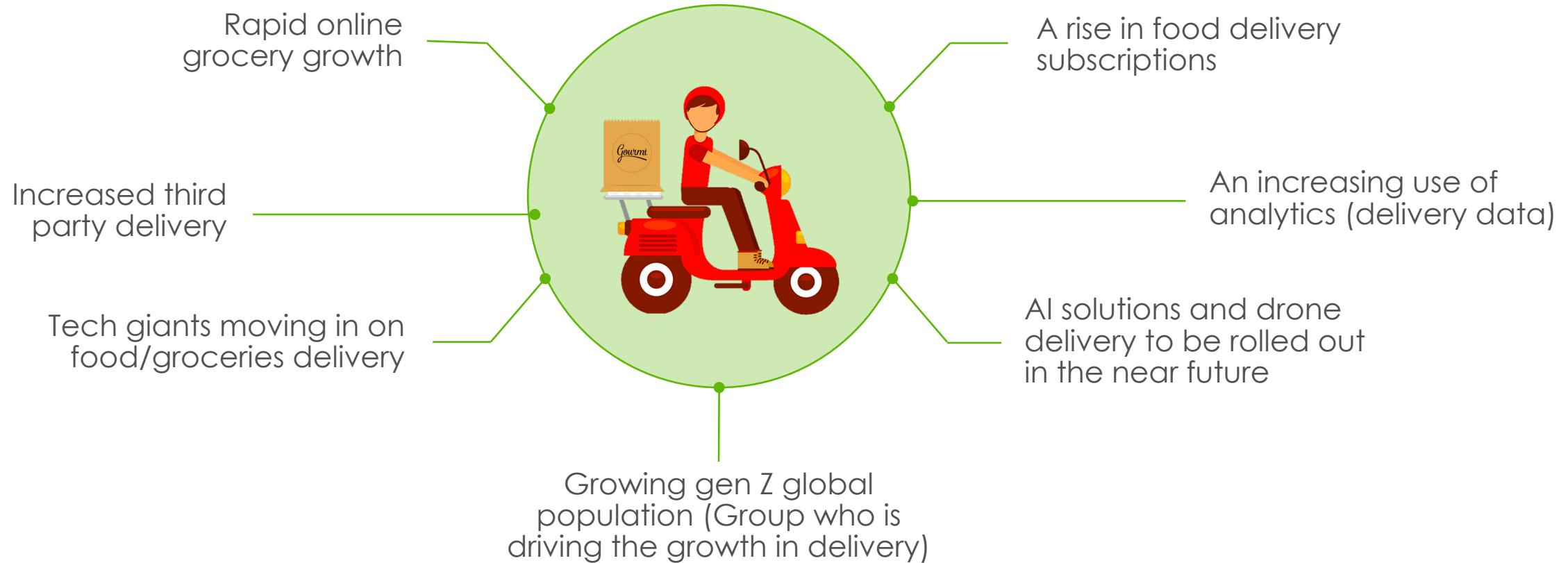
Sales Enablement Training Proposal

By Veronica Lopez Garcia

Food Delivery

Market

What's Changed in the Food market?



US\$ 84.6 Bn

Online food delivery
market value in 2018.



US\$ 164.5 Bn

by 2024, exhibiting a
CAGR of 11.4% during
2019-2024.

Source: *Online Food Delivery Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2019-2024*

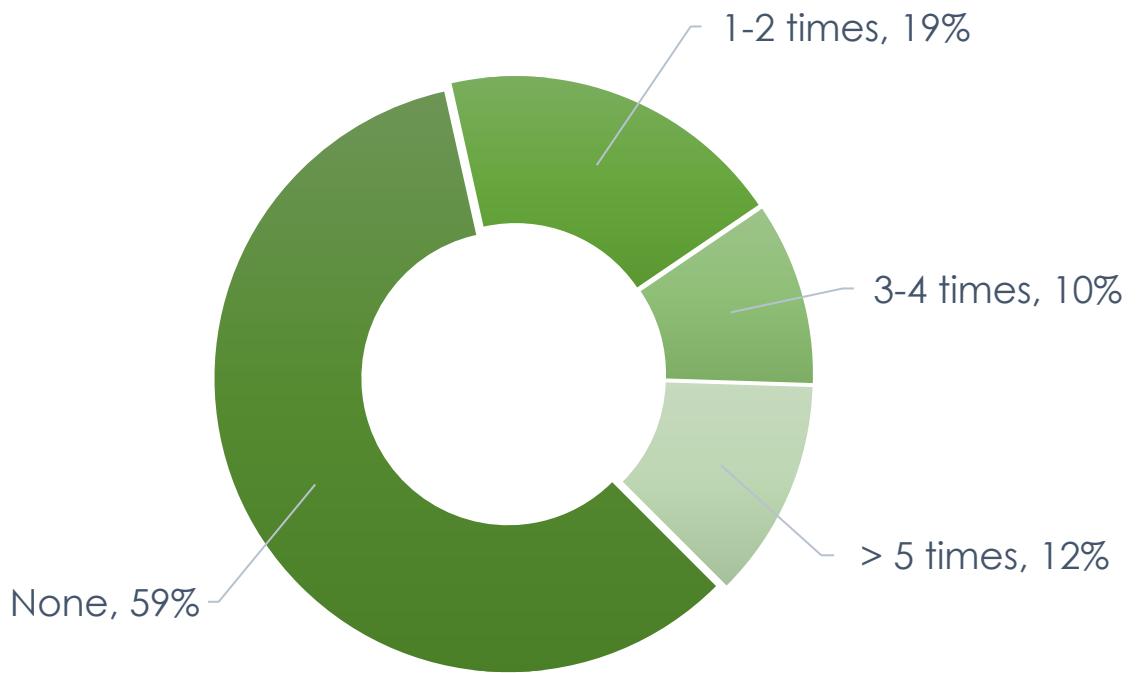


Online grocery may lag behind restaurants in online delivery adoption. Deutsche Bank estimates that the \$24 billion online grocery market will surge to 120\$ billion by 2025.

Source: Food Delivery: Industry Trends for 2019

41%

of consumers have used a food delivery app at least once in a 90 day period.



Source: Food Delivery Apps: Usage and Demographics — Winners, Losers and Laggards



Americas is the 2nd most favorable market for online food delivery services after APAC. Presence of key economies such as the **U.S., Canada, and Mexico** is the key driver for the development of this region.

Source: Online Food Delivery Market to Hit \$161.74 Billion by 2023 - Global and Regional (US, UK, China, India, etc.) Industry Strategy and Statistic Analysis: Adroit Market Research

PUTTING THE DATA TO WORK



Data research supports the fact that **restaurants that resist app delivery** are **risking significant revenue loss**.



Analysts at Morgan Stanley believe that **delivery** could eventually top **40% of all restaurant sales**. Indeed, such sales could even **become a restaurant's core business**.

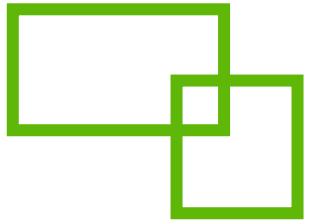


Some **restaurant's business models** will be expected to **evolve** into "**app-only**" brands and "**kitchen-only**" location. Alongside these strategies has come the need to modify menus and to create packaging to ensure transport tolerance.



Key concern is **ensuring** that a mechanism exists for **customer feedback to reach the restaurant**.

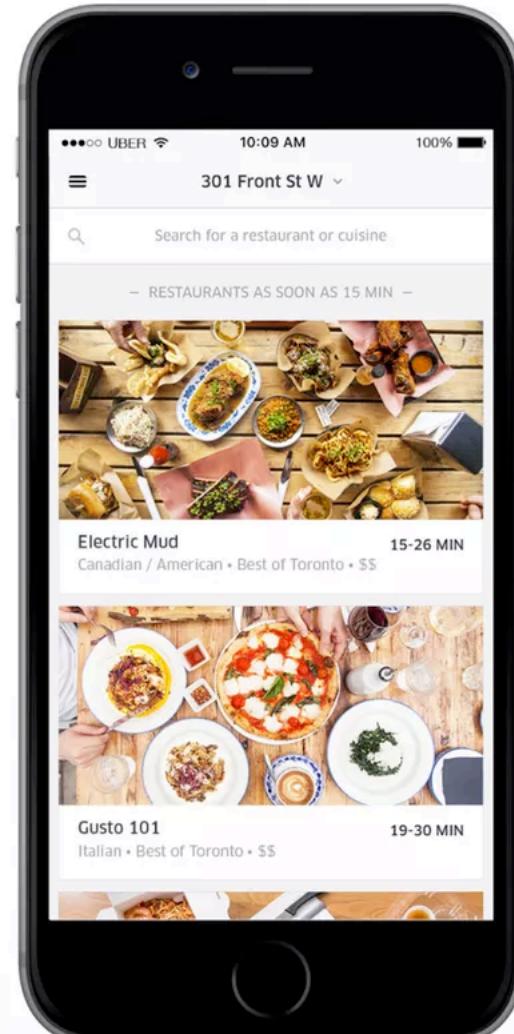
Our Solution



What is Uber Eats?

Uber Eats is our food delivery platform that makes getting great food from your favorite local restaurants as easy as requesting a ride.

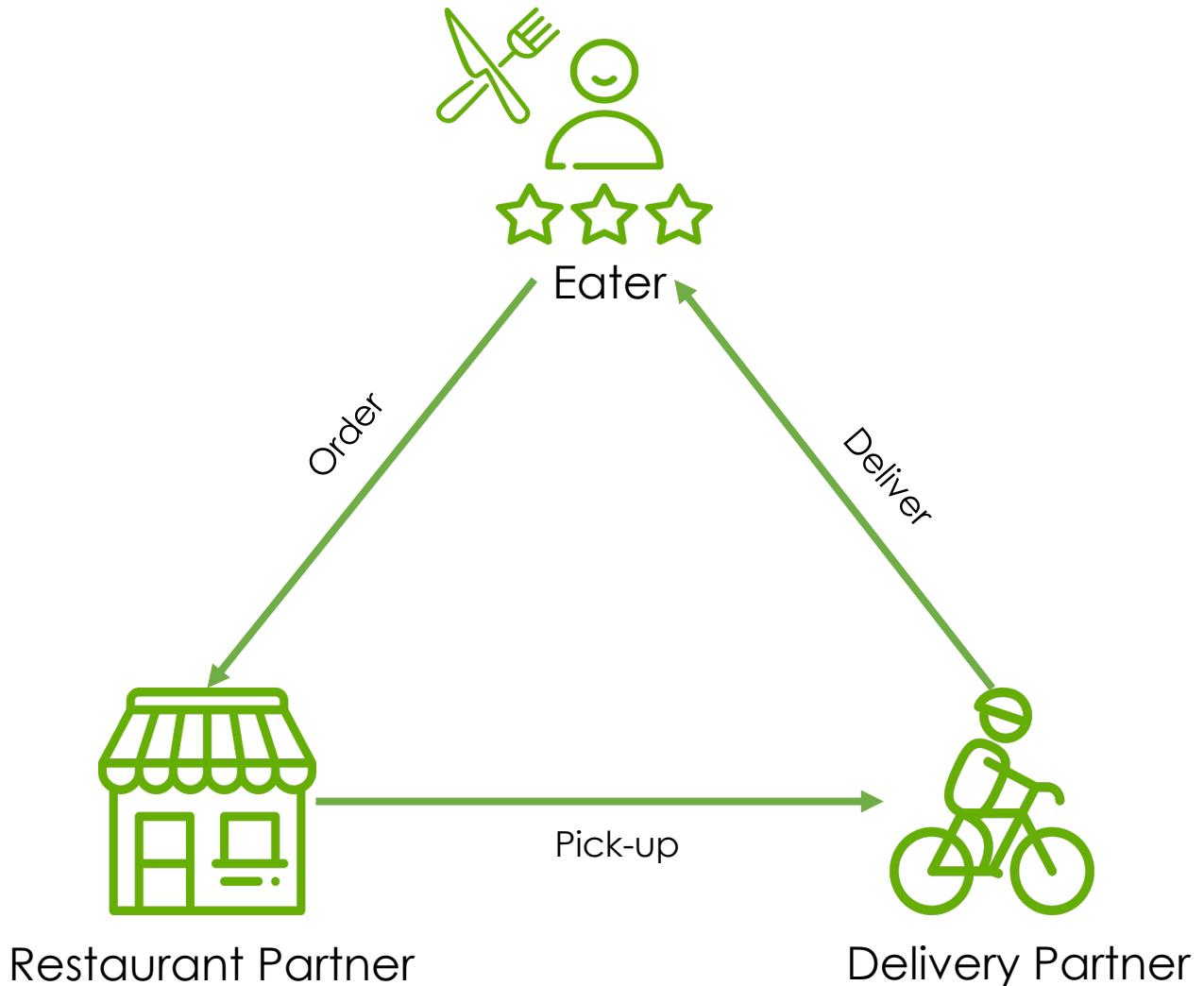
The Uber Eats app connects you with a broad range of local restaurants and food, so you can order from the full menus of your local favorites whenever you want.



A three-sided marketplace

Connecting a driver, a restaurant owner and a customer with Uber Eats platform at the center.

The three-sided marketplace moves around three players: **Restaurants pay commission** on the orders to Uber Eats; **Customers pay** the small **delivery charges**, and at times, **cancellation fee**; Drivers earn through making reliable deliveries on time.



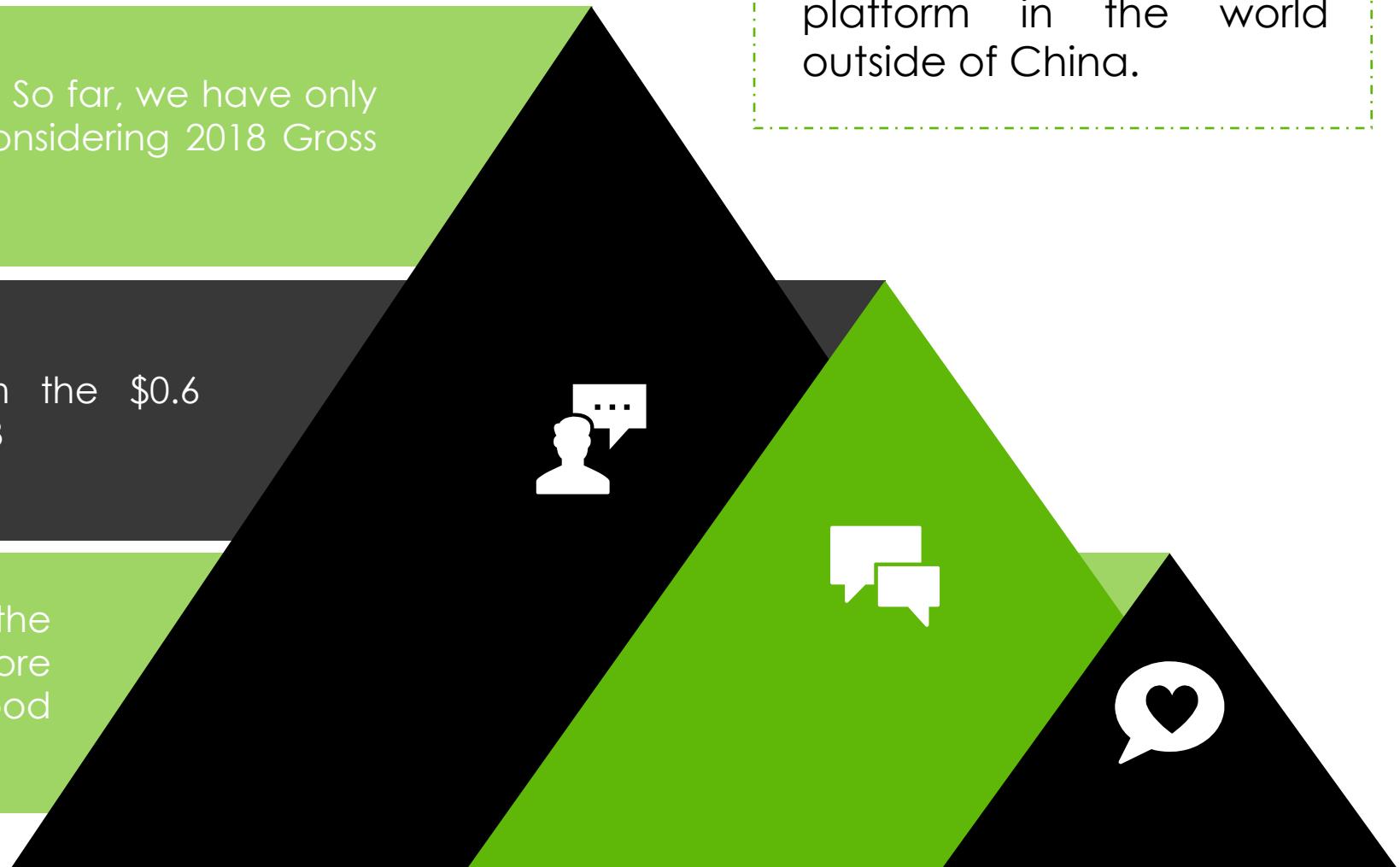
The Opportunity:

We address a \$795 billion market. So far, we have only penetrated 1% of that market considering 2018 Gross Bookings of \$7.9 billion in.

Revenue increased 149%, from the \$0.6 billion in 2017 to \$1.5 billion in 2018

We want to address a portion of the \$2 trillion eat-in market as more consumers opt to have food delivered, and groceries too.

We envision Uber Eats as the largest meal delivery platform in the world outside of China.



Source: Uber sees its burgeoning food delivery service as a massive opportunity

Our Customers



“Ideal” Customer Profile

Mario Galicia

“Between running the restaurant, dealing with suppliers and staff, I don't have time to think about marketing and new ways to increase my revenue.”

Profile:

Age	31
Occupation	Restaurant owner
Education	University
Location	Mexico, City
Family	Single
Income	~ 25,000/month

GOALS

- Keeping restaurant full and busy
- Getting feedback from customers
- Get repeat customers
- Opening new restaurant branches

Technology

Mobile Apps | Social Networks | Smartphone | Software

FEARS, CHALLENGES AND PROBLEMS

- No marketing or promotional skills to speak of
- No time to be active on social media
- Finds it difficult to get meaningful feedback about food quality and service
- Does not have enough positive reviews on Google and this affects number of new and returning patients.

Seeking new ideas
Entrepreneur

Loves cooking

Enjoys the security of a stable income

Risk taker

Value Proposition for Restaurant Partners



Largest network of partner-drivers: BYOC option.



Daily projections of attainable revenue to increase your margins.



Ready-made technology: Constant improvements and research.



Extended customer base & global presence: Millions of active Uber Eats users at the tap of your smartphone screen.



Leverage market insights and feedback: to build better growth strategies.



Run your business **24/7 with an effortless experience:** Mobile payment and delivery tracking.

Customer Success

Unpacked | Uber Eats



Unpacked | Uber Eats

10 videos • 4,433 vistas • Se actualizó por última vez el 2 ago. 2019

≡+ X ...

Uber Eats is proud to present Unpacked, a docu-series that follows the emotional journey of immigrant chefs on our delivery platform.



Uber Eats

SUSCRIBIRSE 116 K

- 1  **Unpacked: Citizen Pie | Uber Eats**
Uber Eats

- 2  **Unpacked: La Cubana | Uber Eats**
Uber Eats

- 3  **Unpacked: The Halal Guys | Uber Eats**
Uber Eats

- 4  **Unpacked: Luda's Dumplings | Uber Eats**
Uber Eats

- 5  **Unpacked: Magasin Vietnamese Cafe | Uber Eats**
Uber Eats

- 6  **Unpacked: Azalina's | Uber Eats**
Uber Eats

Our Sales process

PHASES OF THE BUYING AND SELLING PROCESS

Buying Process
WHEN BUYERS ARE



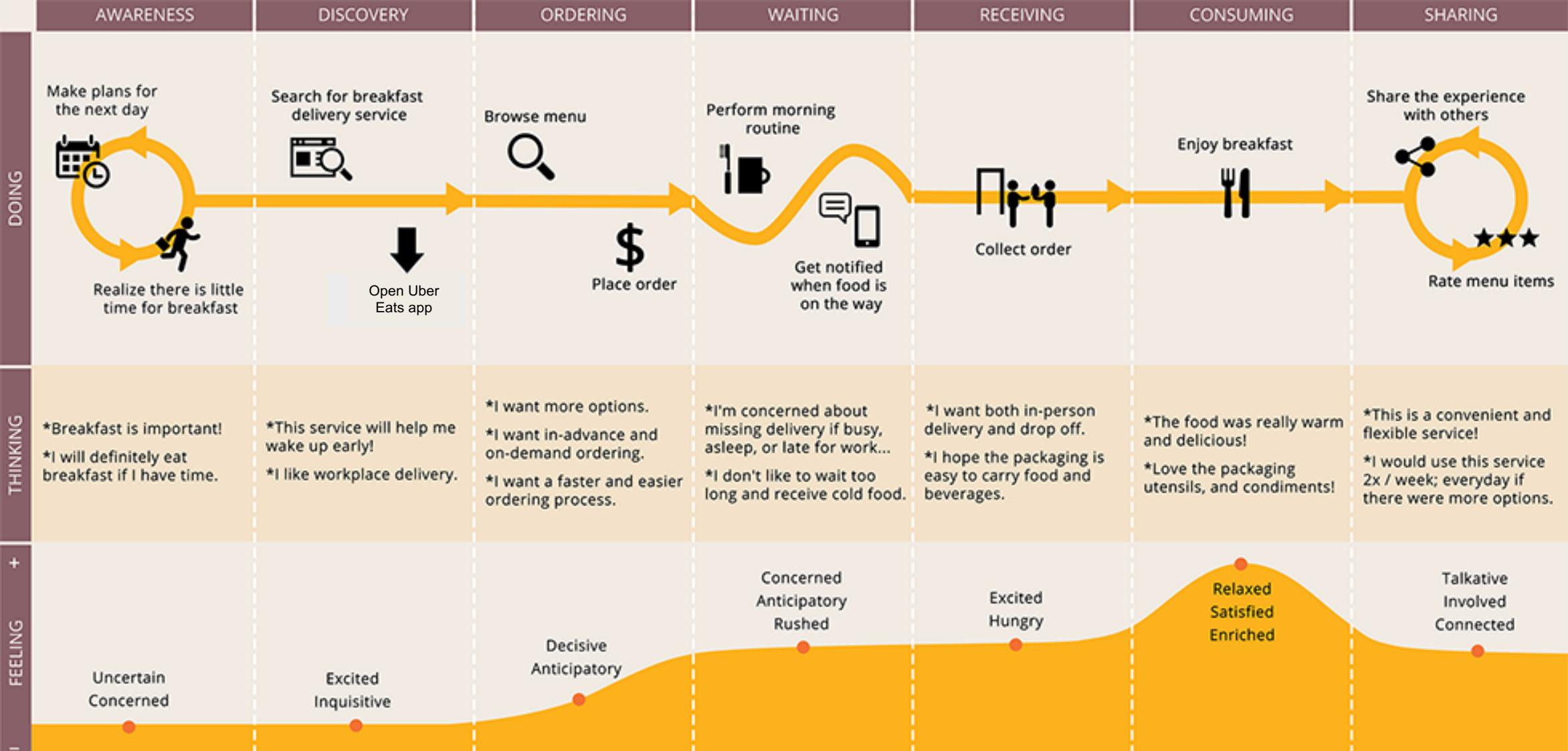
PRE-SALE

SALE

POST-SALE

Selling Process
SELLERS MUST





Uber Eats Customer journey mapping

Sales HUB

Sales HUB

The centralized platform that provides a data-driven solution to align reps performance to company growth

The screenshot shows the Uber Eats Sales Hub homepage. At the top, there's a navigation bar with links for Home, About us, Product Overview, Tools for success, Improve your skills, News & Events, a search bar, and a user profile for Barbara. The main content area features a large heading "Welcome to the new Uber Eats Sales Hub". Below it, a sub-headline reads "A powerful data driven solution that provides sales team the information, knowledge and support needed to engage customers and win more deals". A call-to-action button says "Watch the video to learn more about this platform". To the right, there's a chatbot window titled "UberBOT" with a message: "Hey there! I'm UberBOT. I'm your new sales partner and I'm here to get you closer to your objectives. You can ask me questions about our company, sales materials, tips & tricks and latest news". At the bottom left, there's a section for "Uber Eats" with a brief description: "A food delivery platform that makes getting food as easy as requesting a ride. The Uber Eats app connects you with a broad range of local restaurants and food, so you can order whenever you want."

Product Content

Core branding, and training assets related to UberEATS to help you effectively position our product in the market.

Top Resources:

- Seller's Essentials: Summary that includes the top content, such as Conversation Starters, Value Statements and Benefits, Handling Objections, Competitive Traps & Customer Success
- Battle card: Compilation of information about our product, the market, our customers, and our competition.
- Sales Guide: Deeper guide to successfully close the deal, from market/competitors insights and product analysis to key contacts in the organization

We value your opinion, please take a few seconds to rate our content and help us improve!

Prepare



Video: Product demo

5.0 ★★★★★

25830 Views



PDF: Seller's Essentials

4.7 ★★★★★

1322 Downloads



Present



PPT: Product Overview

3.0 ★★★★☆

4896 Downloads



PPT: Revenue Growth

5.0 ★★★★★

578 Downloads



Evidence



Blog: Customer Success

4.0 ★★★★★

4896 Visits



Video: Customer Success

5.0 ★★★★★

4864 Views



Share



PPT: Customer Presentation

5.0 ★★★★★

7854 Downloads



Video: Product overview

5.0 ★★★★★

48734 Views



Sales Training Program

Format:



Online



In person

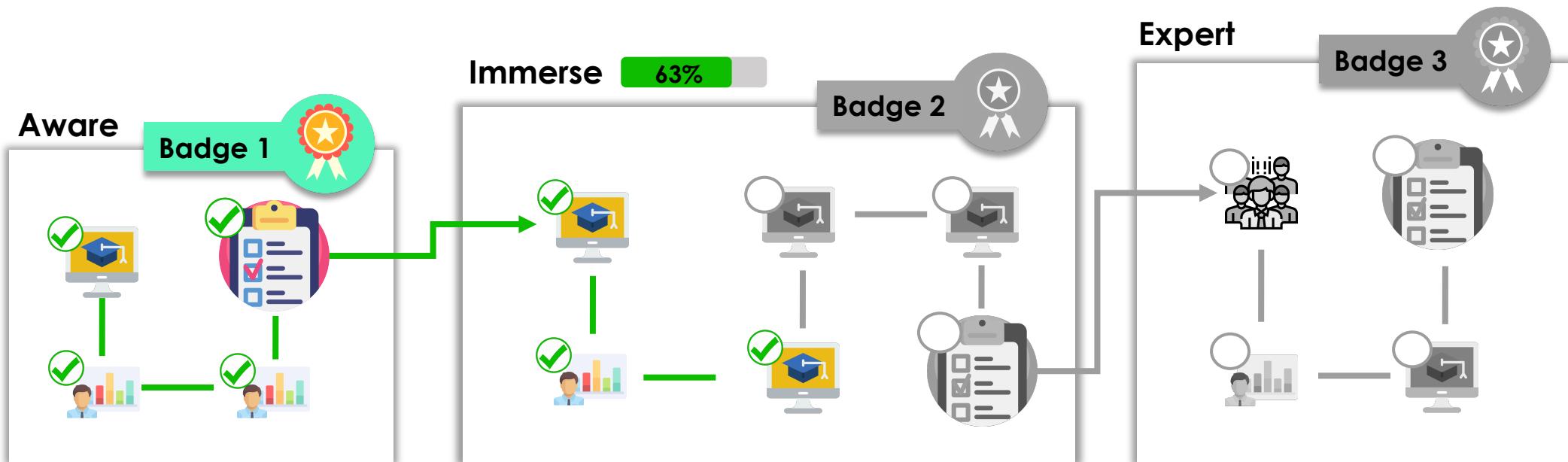


Train the
trainers

Expand your capabilities through experiences that impact your career.

We arm you with innovative resources and tools aligned with company growth to drive success:

- **Artificial Intelligence** capabilities that enable automated assignment of learning paths based on adaptive learning.
- Structured **coaching & mentoring** programs that drive success
- **“Learn by doing” exercises, quizzes, & coaching** to improve knowledge retention
- Intelligent **dashboards** that allow real time visibility on the **team progress and impact on sales performance**
- Enhanced learning experience and rewards system through **gamification**



BENEFITS

- Answers in real-time: Ask about a product, persona, competitor, or where to find an asset.
- Chatbot is available 24/7 and updated daily - the more you ask, the smarter it gets with AI.
- Continuous feedback from sales team allowed
- Slack integration

USE CASES

- Prepare and enhance your **knowledge**:
 - 'What is Uber Groceries strategy?' or 'Uber Eats value proposition'
- **Prospect:** (Evaluate the possibility to **connect it with Sales Force to extract insights**)
 - Type 'Who should I target for Uber Groceries?' or 'Key messages for retail market'
- **Conversation starters:**
 - 'How would your business benefit by using Uber Eats technology and having access to our extended customer base?'
- **Objection Handling:**
 - 'Uber doesn't support... x functionality'
 - 'X Competitor is better on...'
- **Discover and qualify:**
 - 'Customer success stories' or 'How do retail customers use Uber Groceries?'
- **Present & Close:**
 - 'Uber Groceries vs Cornershop' or 'Customer Presentation'
- **Find Key Resources:**
 - 'Battlecard' or 'Elevator Pitch'



Hey there! I'm **UberBOT**

I'm your new sales partner and I'm here to get you closer to your objectives.

You can ask me questions about our company, sales materials, tips & tricks and latest news

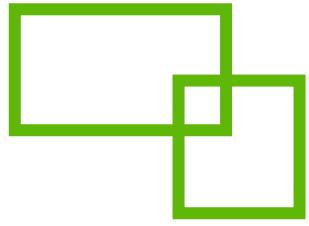
Hi, what is Uber mission?

We ignite opportunity by setting the world in motion.

Good things happen when people can move, whether across town or towards their dreams. Opportunities appear, open up, become reality. What started as a way to tap a button to get a ride has led to billions of moments of human connection as people go all kinds of places in all kinds of ways with the help of our technology.

Ask a question...





Resources



Uber Eats
116,918 suscriptores

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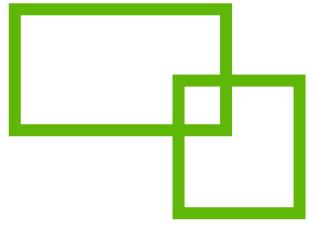
<https://www.youtube.com/channel/UberEats>



Trailblazer
COMMUNITY

<https://help.salesforce.com/home>

Metrics for success



Sales enablement

KEY METRICS



Training content consumption

- Star Rating to trigger improvements
- # of download
- # of bookmarks
- # of shares



NPS Score

- Sales team satisfaction
- Customer satisfaction with sales experience



Impact in sales metrics

- Average sales cycle length
 - Time sales reps spend selling
 - Time to productivity (Training – Closure)
 - Time to revenue and pipeline milestones
- Average training process length
 - Time trainers spend coaching
 - Time sales reps invest in training
 - Time needed to find content

Sources:

[Online Food Delivery Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2019-2024](#)

[Online Food Delivery Market to Hit \\$161.74 Billion by 2023 - Global and Regional \(US, UK, China, India, etc.\) Industry Strategy and Statistic Analysis: Adroit Market Research](#)

[Food Delivery: Industry Trends for 2019](#)

[Uber sees its burgeoning food delivery service as a massive opportunity](#)

[Food Delivery Apps: Usage and Demographics - Winners, Losers and Laggards](#)

[UberEats Business Model](#)