



# SCHOOL OF FISH

## THE TIME HAS COME TO EXPOSE DECEPTION - AND ENFORCE AUTHENTICITY.

Deceptive practices have reached epidemic proportions in the frozen seafood industry. The actions of unscrupulous operators are eroding the reputation of the entire industry and jeopardizing the future of many reputable business people.

With this in mind – Tradex Foods has produced an industry first educational training video designed to address this fraud.

School of Fish - **explores** frozen processing methods - **exposes** deceptive processing practices – **educates** on common species and **equips** the sales professional with an arsenal of tools designed to combat those issues vulnerable to deception.

## PRICE VS. VALUE. DOES YOUR SALES TEAM REALLY “GET” THE DIFFERENCE?

Do they know how to ask questions that will uncover the true needs of the customer?

Arming your frontline reps with the knowledge and skill set that will differentiate them from the competition is a crucial – strategic advantage.

Learning how to counter inferior products that erode the market is the key to building long-term sales growth.

**Knowledge is power – be educated.**



### *Tradex Foods - Mission Statement*

Tradex Foods aims to achieve global excellence in procurement, processing, packaging, quality control and distribution of premium frozen seafood products. Our competitive advantage lies in operational efficiencies and sales support. Strategic contributions to sustainability and economic integrity demonstrate our commitment to corporate social responsibility.

### *Tradex Foods - Sustainability Statement*

Tradex Foods provides leadership in sustainability through education and by adopting improved technologies and standards. Our goal is to do our part in the development of a sustainable and vibrant industry for future generations.



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