



Alexandria, Minnesota
Direct Sales
Gourmet Food & Gifts

Tastefully Simple

Founded in 1995, Tastefully Simple is the original national home taste-testing company. With over 50 simple and delicious gourmet foods and gifts, we offer “the food you love, the time you deserve.” Our products are marketed through over 28,000 independent sales consultants nationwide, as well as available online at tastefullysimple.com. We currently have over 380 team members at our company headquarters in Alexandria, Minnesota (2008).

Thatcher’s Expertise, Responsiveness and Willingness to Build Flexible Solutions Meet Tastefully Simple’s Unique Needs

Partnering with the Thatcher Technology Group

At Tastefully Simple, we decided to partner with a technology vendor for specialized services and support in the following areas:

- Consultant/data management
- Leadership/downline management for consultants who choose to develop teams through recruiting
- Compensation and commission calculations
- Incentive tracking and program management

So why did we choose the Thatcher Technology Group? The answer is simple — their expertise, their responsiveness and their willingness to build flexible solutions to meet our company’s unique needs.

The Benefits of Choosing Thatcher

As we began our working relationship, the exceptional staff at Thatcher did their research about our company, our plans and our values. They understood what was really important to us — and they were a true partner who looked for win-win solutions, from the start of contract negotiation through the final implementation of the project.

“The Thatcher staff is also very familiar with the direct sales industry, and they clearly understood our business model as well as the key indicators of our market. At Tastefully Simple, this knowledge was a huge asset for us throughout the project because we didn’t have to spend time explaining how direct sales processes work. We were always speaking the same language — and that’s a key to success in any partnership,” says Monica Klimek, Project Manager III at Tastefully Simple.

In addition, we were incredibly pleased with several other benefits of selecting Thatcher, including:

Seamless Implementation – Thatcher’s Prowess application offered the functionality that we were looking for, plus it was built on the same .NET technology platform as Tastefully Simple’s current applications — allowing for seamless implementation with our systems.

Flexibility – The Prowess application allows our team to control all aspects of compensation, including making changes to the rules and requirements for consultant leadership levels. That means we can react quickly to changing market trends, be more proactive with future planning and handle changes internally — resulting in additional cost savings for our company.

Responsiveness – Plus, Thatcher’s staff was able to provide quick solutions for any challenges that arose throughout our project. And they were willing to work with Tastefully Simple to modify our base package to include whatever requirements we needed. Whenever we had a request for additional functionality, they were able to provide a smart solution to solve it.

The Results

Though we’ve recently implemented Thatcher’s Prowess application, we’ve already begun to see many exciting results. At Tastefully Simple, we have...

- Exceeded our goals to reduce workload and workarounds for our Accounting Team — including reducing manual adjustments to checks for leadership consultants by 95%;
- Maintained our system’s stability and availability — with virtually no downtime;
- Closed and finalized monthly commissions by the 10th of every month;
- Executed a completely seamless change to our business plan with minimal coding changes or testing; and
- Created more accurate, streamlined and easy-to-use reports for our consultants utilizing the data from the Prowess application

We look forward to many more benefits with Prowess in the years to come, and as Tastefully Simple continues to evolve, we believe the incredible staff at Thatcher will be key strategic partners in helping us create a solid foundation — as well as a bigger and brighter future for our consultants nationwide.