



AI FOR SALES LEADERSHIP: THE BLUEPRINT ACCELERATOR

PRESENTED BY THE REFRIGERATED FOODS ASSOCIATION
IN CONJUNCTION WITH BLUEPRINT MANAGEMENT CONSULTANTS

REGISTER NOW!

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Following the enthusiastic response to Blueprint’s AI-focused keynote at the 2025-26 RFA Conference and subsequent engagement, Blueprint North America is pleased to present this dedicated training program tailored specifically for RFA members.

The “AI for Sales Leadership: The Blueprint Accelerator – Powered by RFA” is a hands-on professional development program designed specifically for the refrigerated foods industry. Built with RFA members in mind, the program combines modern sales leadership strategies with practical AI applications to help participants strengthen customer conversations, improve negotiation and communication skills, and confidently integrate AI into their daily workflows.

Through real-world refrigerated foods scenarios, live coaching, peer collaboration, and applied learning, participants will work directly on current business challenges such as retail buyer conversations, pricing and margin discussions, category reviews, new item presentations, and pipeline management. Participants will leave with actionable tools, stronger commercial leadership skills, and a personalized AI confidence plan they can immediately apply within their organizations. Participants will also gain access to an Alumni Community featuring monthly virtual lunch & learn sessions and other opportunities designed to support continued learning and strengthen professional networking.

The program includes six interactive modules:

- Mindset & AI Foundations
- Customer Intelligence
- The Sales Conversation
- Proposals & Communication
- Negotiation & Workflow
- Applied Learning & AI Plan

Who Should Attend?

This program is designed for professionals within RFA member companies who are looking to strengthen their sales leadership and commercial capabilities in today’s evolving marketplace, including:

- Middle managers and sales leaders
- Next-generation leaders stepping into commercial roles
- Sales and business development professionals navigating AI-powered workflows
- Teams transitioning from relationship-based selling to modern, technology-enabled selling approaches
- Emerging professionals and interns identified for future leadership development
- Professionals responsible for retail buyer relationships, category management, account growth, and customer communication

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Program Schedule

September 9

Opening Meeting

6:00 - 7:00 p.m.

Kick off the program with an evening networking reception designed to help participants connect with peers, course leaders, and fellow industry professionals before sessions begin.

September 10

Full-Day Workshop Sessions (Modules 1–3)

8:30 a.m. – 4:30 p.m.

Participants will engage in interactive workshop sessions focused on AI foundations, customer intelligence, and modern sales conversations within the refrigerated foods industry. The day includes collaborative exercises, live coaching, and practical application.

Group Dinner

Continue conversations and peer networking during an evening group dinner.

September 11

Applied Learning Sessions (Modules 4–6)

8:30 a.m. – 12:00 p.m.

Participants will work directly on real business scenarios through applied learning exercises focused on proposals and communication, negotiation and workflow, and personalized AI action planning. The program concludes with wrap-up discussions and final takeaways by noon.

Course Leaders

The program is led by Blueprint Management Consultants Ltd., a consulting and training firm specializing in sales leadership, commercial development, and AI integration.

Julien LeBlanc: President and co-founder of Blueprint North America, Julien is a dynamic speaker and business confidence coach with 25+ years of experience, 1,500+ workshops and keynotes across 48 countries, and a passion for helping commercial teams unlock their true potential through modern sales leadership and AI adoption. He has worked directly with RFA members and food industry professionals to design practical, industry-specific training.

Ed Bilat: VP, Food & Agriculture Practice at Blueprint North America. Ed is a sales effectiveness coach with deep experience working with food industry commercial teams, focused on practical application, AI adoption, and helping professionals immediately implement stronger sales and leadership habits.



Julien LeBlanc



Ed Bilat

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Details:

Date: September 9 - 11, 2026

Location: Atlanta, GA

Cost:

- RFA Members: \$1,495 per person (check) / \$1,545 per person (credit card)
- Non-Members: \$1,995 per person (check) / \$2,045 per person (credit card)

The Westin Atlanta Airport will serve as the host site for this event. The room rate is \$159 per night and includes a hot breakfast buffet each morning, as well as complimentary Wi-Fi in guest rooms and meeting space. The hotel cutoff date is August 19. The Reservation link will be sent upon receipt of registration.

To register, please complete the registration form below and return it to the RFA office along with payment. Forms must be received no later than August 10, 2026. Email info@refrigeratedfoods.org with any additional questions.

*Space is limited to the first 20 registrants.

REGISTRATION

NAME: _____

COMPANY: _____

PHONE: _____ EMAIL: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PAYMENT: Check-payable to Refrigerated Foods Association

ACH: Bank Routing # 021052053 UPIC # 53374959

Credit Card: Visa Mastercard AMEX Discover

Card #: _____ Expiration Date: _____

Name on Card: _____ Card Security Code/CVV*: _____

Billing Address: (If different from above): _____

City, State, Zip: _____

Phone: _____

**Return this form with payment by mail to Refrigerated Foods Association at:
3823 Roswell Road, Suite 208, Marietta, GA 30062 or by email to info@refrigeratedfoods.org.**