



# T-Rex Cookie: Building a Scalable Bulk Sales System

## Summary

T-Rex Cookie is a premium cookie brand known for its giant, half-pound cookies and bold customer experiences.

The business is expanding into large-scale orders for corporate clients and special events but lacks a streamlined system to convert one-time bulk buyers into repeat customers, and event attendees into retail customers.

Students are tasked with designing an end-to-end, high-touch sales and retention strategy that is scalable, budget-friendly, and compatible with Shopify workflows.

## Industry

Food & Beverage, E-commerce, Events, Consumer Brands

## Focus

- Sales strategy
- Customer experience
- Retention marketing
- E-commerce growth, with an emphasis on converting bulk B2B orders into long-term revenue streams and individual consumer relationships.

## Keywords

E-commerce Strategy, Shopify, Customer Retention, B2B Sales, Corporate Gifting, Event Marketing, Upselling, Loyalty Programs, Consumer Conversion, Premium Brand Experience, Food & Beverage Innovation

# Brief

Hi everyone – I'm Luke Rexing, the Director of Sales and Marketing at T-Rex Cookie, and I'm excited to share a real challenge that we'd love your help in solving.

Here at T-Rex Cookie, we don't do small. We make giant, half-pound cookies designed to create unforgettable moments. Our motto is simple: Don't settle for small. We've built a premium, high-touch brand that people love, whether they're treating themselves or sharing with someone special.

As we grow, we're expanding beyond individual orders and leaning into large-scale orders – things like corporate events, HR team celebrations, weddings, and special occasions where someone might need 300 cookies or more.

So, here's the challenge we currently face.

We already get interest from big clients, but we don't yet have a seamless, repeatable sales system that turns those one-off bulk orders into long-term relationships. We want corporate clients to come back year after year, and we also want the people at those events to become retail customers themselves.

So we're asking you to think end-to-end. Things such as:

- How should we attract these ideal customers in the first place?
- What kind of ad creatives or messaging speaks to HR teams or event planners?
- Once they're interested, what's the upsell?
- Could we staff events, add premium experiences, or create moments that feel uniquely T-Rex?
- Then comes the big opportunity: conversion. How do we turn hundreds of event attendees into individual customers? Think personalized promo codes, follow-up offers, or Shopify-powered loyalty ideas that actually get used.
- Finally, we want retention. What does a fast, effective closing process look like? What phone scripts, emails, or follow-ups keep corporate clients ordering again, without adding too much complexity?

Your goal is to design a system that's high-impact, budget-friendly, Shopify-ready, and realistic for a growing premium brand.

Think big, but make it actionable.

We can't wait to see what you come up with. Good luck, and don't forget – you can find out more about T-Rex Cookie at: [trexcookie.com](https://trexcookie.com)