

Cliff McCrary of Dallas, Texas Helps Ingredient Companies Fix Sales–Operations Disconnect

Cliff McCrary Brings Sales and Operations Back Into Sync Inside Ingredient Manufacturing Teams

Dallas, Texas Feb 26, 2026 ([IssueWire.com](https://www.issuewire.com)) - In the world of ingredient manufacturing, where order accuracy, lead times, and customer relationships drive long-term growth, misalignment between commercial and operations teams can be costly. [Cliff McCrary of Dallas](#), Texas is working with ingredient companies to reduce that friction and rebuild internal trust—without adding headcount or major restructuring.

With decades of experience in sales leadership, portfolio planning, and [cross-functional collaboration](#), McCrary supports ingredient firms through independent assessments and targeted coaching. His focus is on uncovering the small communication breakdowns and structural mismatches that often cause late deliveries, margin erosion, and lost renewals.

“It’s rarely one big thing that’s broken,” McCrary said. “It’s usually a dozen small disconnects. Ops doesn’t have visibility into commercial strategy. Sales doesn’t understand plant constraints. Customers feel it immediately.”

Rather than pushing for sweeping change, McCrary starts with what’s already in place. His work typically begins with interviews across departments—sales, operations, logistics, and customer service—to build a clear map of how information is shared and where it breaks down. From there, he delivers practical steps teams can take to improve coordination, forecasting accuracy, and response time.

Common issues he identifies include:

- Sales overpromising lead times not aligned with production schedules
- Operations unaware of pending large orders or promotions
- Product codes, pack sizes, or shipping lanes not consistently maintained
- Missed opportunities for forecast collaboration between sales and supply chain
- Account managers lacking insight into plant capacity or minimum run sizes

“None of this is intentional,” McCrary said. “People want to do the right thing. But without a shared rhythm, everyone’s chasing their own version of the plan.”

How Ingredient Firms Benefit

McCrary [works with companies](#) ranging from startup suppliers to established manufacturers with national distribution. In many cases, his recommendations have improved service levels, stabilized customer relationships, and reduced internal churn.

One recurring theme is calendar alignment. McCrary helps sales and ops teams implement synchronized meeting structures and shared dashboards that clarify upcoming risks or order spikes. He also works on setting shared KPIs that reward joint wins—not siloed performance.

“When teams share the same scoreboard, you see a shift in tone,” he said. “There’s less blame. More planning. Better results.”

His work often involves reviewing ERP or CRM data to identify recurring order variances, production bottlenecks, or reactive communication patterns. By using a neutral lens, McCrary is able to build credibility with both sides—and help leadership teams implement fixes that stick.

Not a Consultant. A Collaborator.

Cliff McCrary of Dallas, Texas is not a career consultant. He has spent years inside ingredient firms as a sales leader and strategic advisor. His perspective is operational, not academic. Clients say this makes a difference. They trust that his recommendations are grounded in [real-world experience](#)—not templates or theory.

“I don’t show up with a playbook,” McCrary said. “Every team’s pain points are different. I ask the right questions and help connect the dots between commercial goals and operational reality.”

McCrary works through his firm, TrueSource Ingredient Advisors, LLC. Based in Dallas, the firm serves ingredient and food manufacturers across the U.S. McCrary’s engagements are typically project-based and focused on outcomes, not time spent. His goal is to help leadership teams create internal clarity, reduce friction, and re-energize their sales and ops partnership.

Contact Cliff McCrary

Ingredient firms looking to improve alignment between sales and operations can schedule an initial consultation with no obligation. [McCrary](#) tailors his approach to company size, team structure, and internal tools.

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