

How To Sell Your Product to Retailers – Part I

Keys To Selling Effectively to Retailers



Presented By:
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Today's Agenda



- Introduction
- Topic # 1 – Are You Ready For Retail?
- Topic # 2 – Getting the Retail Buyer's Attention
- Questions



Yohan Jacob



- President and Founder – Retailbound
 - Retail Coaching
 - Retail Consulting
 - Retail Marketing
 - Retailbound Academy (membership)
- 20+ year multi-channel retail veteran
- B2C and B2B experience
- Worked with sales teams ranging from 400 associates to 30,000 associates
- Product assortments \$45M - \$850M



What You'll Learn Today



The Two Things You Will Learn:

- To understand how retail buyers think
- How to present your products to retailers



The Secret In Selling To Retail Buyers



- Question:

“When dealing with retail buyers, what is your # 1 objective?”



1 Secret In Selling To Retail Buyers



Answer:

Make the Retail Buyer's job easier

- Vendors who make it easier for retailers get more opportunities (and become vendor partners)
- If you don't, your competition will!
- How do we make a retail buyer's job easier?



Selling To Retail Buyers



- Communication (#1)
- Completed New Item Set-Up Sheets
- Camera Ready Product Images or Samples
- Pricing
- Product Availability/Lead-times
- Inventory Forecasting/Stock Balancing
- Product Marketing Sell Sheets
- Web/Catalog Copy
- Marketing Calendar
- Exit strategies



L1 – Are You Ready For Retail?



- Questions

“Do you have products that customers want?”

“Do you want to grow your company and make money?”

“Do you follow-through on the promises you make to people?”



L1 – Are You Ready For Retail?



- Common Mistakes That Most Manufacturers Make
 - Lack of preparation
 - Over promising, under delivering
 - Lying
 - Poor Follow-Through



L1 – Are You Ready For Retail?



Before Meeting With A Retail Buyer

- Product sample or image is available
- Product packaging has been finalized
- Unique benefits and selling points has been determined
- Competitive advantages of the product has been identified
- Advertising and Promotional Plans have been developed
- Pricing & back-end program has been developed



L1 – Are You Ready For Retail?



Before Meeting With A Retail Buyer

- Knowledge of current sales history
- Knowledge of customer returns/defective %
- Target retail accounts have been identified
- Knowledge of identified retailers' buying patterns
- Background information on retailer's sales and operations (i.e. how are they doing MTD or YTD)
- Retailer's ability to pay invoices and the time taken to pay



L1 – Are You Ready For Retail Exercise



- Develop and Present a Key Account Sales Strategy
- Pick a specific product or product
- Who are the target customers for this product
- Who is your competition
- Who are your top 10 target retailers and distributors (current and/or new)
- What is your sales strategy?
- What is your marketing strategy for each acct?



L2 – Getting The Retail Buyer's Attention



- Question:

“How do you find new leads to contact?”



L2 – Getting The Retail Buyer's Attention



Answer(s)

- Networking – online and offline
- Inbound
 - Direct Response Advertising
 - Email Campaigns
 - Inquiries from website
 - Inquires from printed ads
- Trade Shows
- Directories (printed or online)
 - Chain Store Guide (www.chainstoreguide.com)



L2 – Getting The Retail Buyer's Attention



- Profile of today's retail buyer
 - Considerate amount of responsibility
 - Busy / Wearing Multiple Hats
 - Spreadsheet literate
 - Reviewing key performance indicators
 - Running reports for senior management
 - Managing junior buyers
 - Reviewing inventory levels
 - Creating marketing events (online, in-store, preprint)



L2 – Getting The Retail Buyer's Attention



- Retail Buyers must consider the following factors when making buying decisions
 - Customer demand, including price, quality, and availability
 - Market trends
 - Store policies
 - Financial budgets
- End of the day, the Retail Buyer wants to drive traffic to their stores/web/catalog and beat their competition



L2 – Getting The Retail Buyer's Attention



- Calling vs emailing vs “dropping on by” prospective accounts
- What are the advantages of each?
- What are the disadvantages of each?
- Which of the 3 methods has a higher success of contact rate with a retail buyer?
- Sending unsolicited samples



L2 – Getting The Retail Buyer's Attention



- Possible roadblocks
- Purpose of the initial phone call
- “60-second” pitch
 - Introduce yourself and the company you work for
 - Give a brief overview on your company
 - Ask if this is a good time to talk
 - Discuss the reason for the call
 - Possible appointment-making phrases



L2 – Getting The Retail Buyer's Attention



- Most buyers don't like experimenting with an untested or unproven vendor
- Typical Objections (and best strategies to answer them)
 - Doesn't want to be the first account to carry it
 - Over inventory and has no "open to buy"
 - Your prices are too high
 - I have similar products in my assortment
- Sending approved samples
 - Verify name and shipping address
 - Determine time for follow-up call



L2 – Getting The Retail Buyer's Attention



Tradeshows

- Key tips for making your tradeshow a success
 - Research the trade show before you commit to exhibiting
 - Have a strategy for the tradeshow – why are we there
 - Send enough people to ensure adequate booth coverage
 - Stress the value of friendly greetings, polite manners, and appropriate body language
 - Have someone on your team who can answer technical questions
 - Product demonstrations are a great way to draw a crowd
 - Establish a follow-up protocol for hot leads, promising prospects, and likely customers
 - Always remember to thank you to attendees for stopping by your booth. And don't forget the free cookies!



L2 – Getting The Retail Buyer's Attention



- Putting together a Great Sales Presentation Folder
- Components
 - Overview of your company
 - Market research/customer testimonials
 - Product brochures
 - Price list
 - Hard copy of your PowerPoint presentation (if you used a laptop to make the presentation)
 - Business Card



L2 – Getting The Retail Buyer's Attention



- Crafting your PowerPoint presentation
 - Don't overload the slides with information
 - Make sure the sequence of the slides makes sense
 - List key benefits for each major feature (don't assume your retail buyer understands the benefits of a particular feature)



L2 – Getting The Retail Buyer's Attention



- Your first meeting with a retail buyer
 - Use “common” sense
 - Product samples are working
 - Copies of the presentation deck/folder made
 - “Small talk” should be brief
 - Listen carefully
 - Take good notes and follow up on action items
- Close the sale



L2 – Getting The Retail Buyer's Attention



- Vendor Agreements and Contracts
 - Common Terms and Conditions
 - Payment Terms and Discounts
 - Marketing and Advertising Allowances
 - Volume Incentive and Defective Allowances
 - Vendor Compliance (Order taking, shipping, invoicing, etc..)
 - Returns
 - Other things that will be need to addressed: Product Warranty, Stock vs. Drop-Shipping, Pre-Paid Freight, Minimum Order



L2 – Getting The Retail Buyer's Attention Exercise



- Develop the following....
 - Your introductory phone call to a retail buyer to get an appointment
 - Possible objections that a retail buyer may have for a particular product category and your combat strategy
 - 3-5 closing phrases to help seal the deal (up selling close phrases get bonus points!!!!)



Summary



- Selling to Retailers is not difficult if you follow these three simple principles
 - Make the buyer's job easier
 - Always follow-through on your promises
 - Treat the buyer how you would like to be treated



Exclusive Offer



- The Retailbound Academy
 - 50% off the first month's membership ~~\$49.99~~ **\$24.99**
 - Learn more - <https://retailbound.com/the-academy/>
 - Use coupon code **25SAVE** when checking out to get 50% off your first month's dues for a **Premium Membership**



Questions



- Thank you for your time



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