

PITCHING TO GET YOUR PRODUCTS STOCKED IN SHOPS



THE COVEN

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If you're keen to expand your reach and grow your brand, getting your products stocked in shops is a great way to do so. If you're ready to establish alliances with retailers online and offline, mastering your B2B pitching skills is essential. This workbook details the things you need to consider before you start pitching.

DIFFERENTIATE YOUR PRODUCTS AND BRAND

You know your products and brand inside out, and you know what makes you unique. When it comes to pitching to retailers, you need to highlight everything that makes your products different to those they already stock. When you're able to differentiate your products and brand from the off, you're starting strong.

What's unique about my products?

What's unique about my brand?



MASTER YOUR PRICING

Before you even consider pitching to retailers, you need to master your margins. When you're approaching retailers, you should be mindful of their margins as well as yours. Simply put, your pricing strategy should demonstrate a solid understanding of the retailers as well.

Have I calculated my pricing with healthy margins for both myself and the retailer?

PITCH IN PERSON (WHERE POSSIBLE)

Pitching in person is a strong strategy when it comes to building your retail presence, particularly when you're pitching to brick and mortar shops. Although many stores are purely online today, pushing to set up a face to face meeting or even a phone call is often more effective than going back and forth via email. If you want to avoid your emails getting lost in a busy inbox, you should also consider sending physical mail (and samples) to buyers. Remember, persistence is key.

Where do I want to see my products stocked?

How am I going to reach out to the buyers at these retailers?

What should I include in my initial contact?



MAKE USE OF SAMPLES

If you're unable to provide a prospective retailer with samples, at the very least, you should offer photographs. Retailers need to get a feel for your products and in some cases, see how they will look in their shop.

Which products should I offer as samples?

ATTEND TRADE SHOWS

While trade shows are unlikely to be your first port of call, you should consider them. When you find the right trade shows for your products, you'll be in prime position to connect with buyers and network within your industry. If possible, you should try and attend trade shows as a guest to gauge if they're a good fit for you before paying to attend as a brand.

Which trade shows should I attend?



COMPILE A SELL-SHEET

Your sell-sheet should be a one-pager that you can leave with potential retailers, telling them everything they need to know when deciding if they'll stock your products. At a minimum, your sell sheet should include product images, pricing, ordering information, customer feedback and your contact information.

What would I like to include on my sell sheet?

DON'T RELY ON YOUR RETAILERS TO DRIVE SALES

Once you get your products stocked with retailers, it doesn't mean the hard work is over. While you may think getting your products on the shelves of established retailers is your big break, that's not always the case. Moving your product on their shelves requires more brand awareness than selling it on your own as you're quite literally competing side by side with similar products or brands.

How can I support my retailers with my marketing efforts?

