

PREPARING FOR RETAIL BUYER MEETINGS

Samantha Watson

Goldfish Consulting – Helping you think outside
your bowl

A Bit About Me



- Worked in FMCG Retailing for 19yrs
- I've been both a Buyer and a Seller for major International companies
- My passion is to identify customer focused insights & opportunities and turn them into sales growth
- For the last 5 years I've partnered with SME's to support them with their sales growth across new & existing brands & products

Questions to Ask Yourself

Who am I presenting to?

- What is their retail offering?
 - Grocery Multiple, e.g. Woolworths/Coles
 - Low Cost Discounter, e.g. Aldi/Spudshed
 - Independent, e.g. IGA/Farmer Jacks
 - Big Box Retailer, e.g. Costco
- Who is their target audience?
- What is their price & promotional strategy?
- What food safety certifications do they require?
- What other trading terms, logistics requirements do they have?
- What false assumptions am I making?

Product

- Define your brand attributes
 - Who are you?
 - Why do you do what you do?
- What is your Unique Selling Point (USP)?
 - How does your Brand/Product differ from what's currently on offer?
 - Who are your competitors?
 - Will the sales be incremental or substitutable?
- Do you have the right Food Safety Certifications in place
 - HACCP, etc?
- Use your packaging to promote your USP's
 - Is it retail ready – Correct labeling, Nutritional Panel, etc
 - Will the retailer want Shelf Ready Packaging?

Price

- Have an understanding of their margin % expectations
- Ensure your RRP is competitive versus comparable products
 - Review pricing top down – RRP, List & Cost of Goods
 - Can everyone make a profit
- Have you value engineered to ensure you can maximise the opportunity?
- Have you factored in the cost of promotions/trading terms?

Place

- What is your Sales Channel strategy?
 - Should you differentiate your proposal
 - Don't discount any new opportunity until you have investigated it first
- Is your website set up for Commerce?
 - Will this conflict with other sales channels?
- What is your logistics and distribution strategy?
 - DIY/3rd Party Distributor/Transport Company

Promotion

- How will you drive brand awareness above the line (ATL)
 - What marketing mediums do you use?
- Do you have brand loyalty?
 - If so, how do you demonstrate it?
 - If not, how do you create it?
- What is the Retailers Price Promotional strategy at Shelf?
 - Have you budgeted for this?
- Have you built in a budget for Marketing?
 - Typically should be 3-5% of Sales Turnover

In Summary

- Tailor your Presentation/Proposal based on who you are meeting with
- Clearly articulate the product USP's
- Ensure your RRP is competitive
- Have a sales channel strategy
- Have a marketing plan to drive brand & product awareness
- Keep it Short, Simple & to the Point

Samantha Watson – Contact Details

- FMCG Retailing is my passion and I love to help businesses think and step outside of their bowl
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