PREPARING FOR RETAIL BUYER MEETINGS

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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 your 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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