



"Shopperize"

Your Sales Presentation To Get Retail Support

BY

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*All your research,
all your insight, all your
efforts to create great
consumer and shopper
marketing is **lost if
retailers won't support
your initiative***

*TOO OFTEN WHAT IS PRESENTED TO RETAILERS MISSES
THE MARK*

*HERE ARE SIX STEPS TO 'SHOPPERIZE' YOUR SALES
PRESENTATION TO REALLY MAKE IT ZING*

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Show That There Is Demonstrable Consumer Demand

Retail buyers are a cynical bunch. They have seen a lot of new products and initiatives fail. So we need to **convince them that this is a winner!**

The retailer needs to believe that **your initiative will increase sales**

For this to happen, our sales presentation needs to convince the retailer that there is a group of **consumers out there who have an unmet need, or a need that we can meet better**

Ideally we should quantify this if our data allows, to give the retailer an indication of the **size of the prize**

Reference The Retailer's Shoppers

Consumer demand is all very well, but the retailer is really interested in **shoppers**

And not just any shoppers – ideally they want to know whether **their shoppers will be interested in this new initiative**, and they'd like to see some evidence that this is true.

Our sales presentation needs to join the dots between the consumers who need this, and the shoppers who buy for them, and to **show that these shoppers shop in this retailer's stores**

Ideally, we should be able to quantify this too – to show **how many shoppers could be interested in this, and therefore what it might be worth to the retailer**

Show That Shoppers Would Buy If Current Barriers Were Overcome

Now the big question – ***will shoppers actually buy it?***

We need to explain why the shopper isn't buying it right now. If it's a new product, then perhaps that is obvious, but for an existing product, ***why don't they currently buy?***

This brings me to the most powerful question in shopper marketing. Actually, the most powerful question in all marketing. ***Why Not?***

If you can't answer the "WHY NOT" question – why is the retailer going to believe that you are going to convert these shoppers to buy?

Do they know it exists? Do they understand the proposition? Does it represent good value? Or have they just not had a chance to try it yet? You might have a consumer insight, but if you don't have the 'shopper insight twin' that helps us ***cut through with shoppers as well as consumers, the retailer might not be convinced***

Show Why The Activity Will Effectively Change The Target Shoppers' Behavior

Whatever is detailed as a barrier,
must now be overcome

This is a great way to position your activity plan – ***show that each element of your plan is key to overcoming the barrier (and therefore achieving the prize!)***

Sense-check your plan – You should be able to connect each element of your plan back to a clear shopper barrier. If not, ask yourself – why are we doing this?

We need to ***convince the retailer that everything in our plan is key to changing shopper behavior and realizing the prize***

Make Sure Your Sales Presentation Clearly Quantifies The Size Of The Prize

Any sales presentation needs to show what the ***benefit is to the other party***

Selling to retailers is no different

Use your shopper data to calculate what the ***value is to the customer (not you!)***

Think category value, category volume, and/or category profit

Allow for any ***substitution effect***
(otherwise your prize won't be credible)

Make It Clear What The Retailer Needs To Do To Get That Prize

Too often this part is forgotten in the excitement of talking about our plan

If we need the retailer to do something,
make it *really clear*

Show why the **retailer's actions are key to
the retailer getting the prize**

This is your 'wish list' – the opening stance of the negotiation. Make sure you ask for everything you could possibly get (within reason!)

To learn more about how to get retailers to say 'yes'

check out our [training programs](#) now, or contact me directly to learn about our consulting and shopper insight services.

We have strategy and training programs focused on building shopper insights, developing shopper and channel strategy, winning with shoppers, shopper communications, shopper-based selling & negotiation and much much more.

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