




7 WAYS YOUR SALES PRESENTATIONS *FRUSTRATE* YOUR RETAIL CUSTOMER

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You know how important the retailer is to your success. We need their support: but when I speak with retailers, I hear similar frustrations. And one of the biggest frustrations is about vendor presentations!

Frustrated buyers are less likely to buy

Frustrating buyers are unlikely to build a good relationship

So maybe we'd better rethink our retail presentations...

**So here are the
top *seven*
frustrations that
retail decision
makers have
with your sales
presentations**

RETAIL SALES PRESENTATION MISTAKE

#1

“SHARING DATA THAT HAS NO PURPOSE”

There is the tendency to share everything we know about the brand, the category and, well, pretty much anything else we can jam into the presentation. Just because something you know is interesting to the brand manager, doesn't mean it's interesting to anyone else.

**We love our brands, but our retailers?
Not always.**

Stick to the point, and **make sure it's clear WHY you are sharing the data**. Make it clear on each slide what the purpose and key-takeout is (this has the added benefit of encouraging the audience to focus on the takeout that you want them to focus on).
If there isn't a key takeout – cut the slide.

RETAIL SALES PRESENTATION MISTAKE

#2

“WASTING TIME TELLING ME SOMETHING I ALREADY KNOW”

Retailers are, in most cases, data-rich.

So, sharing data that they already have is (unless it has a key part to play in the story you are telling) a waste of time.

If a retailer has the data but hasn't looked at it, it's because it isn't interesting enough for them. So unless you can make it interesting, don't show them.

RETAIL SALES PRESENTATION MISTAKE

#3

“NOT USING THE DATA I HAVE GIVEN YOU”

One of the big frustrations, retailers have (and the main reason they won't share their data with you) is that you don't make use of the data that they do share. If they've given you data, make sure you use it, or reference it – **if it is relevant!**

And even if you've decided not to present it, make sure you at least know it. You might get asked questions, and it will be pretty embarrassing to have to admit you didn't bother referring to the data that they gave you the previous month.

RETAIL SALES PRESENTATION MISTAKE

#4

“A PLAN THAT IS DISCONNECTED FROM THE DATA”

To quote a retail executive I spoke to recently:
“It’s like two separate presentations. The first is a load of data that I already have, and the second is a plan that looks like it was created completely separately.” Which is often because that’s exactly how the plans are created!

Build your plan out of the insight, then go back and only share the data that supports the plan, that builds the story. **You can use data at two points in your presentation:**

- To demonstrate that there is an opportunity.
- To explain why your plan realizes that opportunity.

Anything else is just window dressing.
Take care and consider stripping it out.

Everything in the review part of your presentation should ideally build into the rationale for your plan. Likewise, everything in your plan should flow from the data you shared in the ‘review’.

RETAIL SALES PRESENTATION MISTAKE

#5

“NOT HAVING A CATEGORY STORY”

Retail decision makers will be far more interested in a **category selling story** than a **brand-growth story**. After all, the retailer probably has a KPI linked to growing the total sales – so it stands to reason that they’ll be more interested.

Too many presentations are ‘brand brand brand’ (another direct quote!) and make no attempt to demonstrate that this will have a positive impact on the retailer’s business.

Quick hint: If you don’t allow for substitution with competitor products, the retailer will assume 100% substitution, i.e. zero incremental sales.

RETAIL SALES PRESENTATION MISTAKE

#6

“FAKING THE CATEGORY STORY”

By that I mean presentations that **dress up what is largely a brand plan as a category opportunity.** A few slides at the front of the business plan talk about category opportunities, then a whole bundle of brand activity, without any explanation as to how this is going to grow the category.

Let me tell you a secret. Retailers aren't stupid. They can see through that. You're kidding no-one. You might be frustrating or irritating, but you aren't fooling anyone. Stop it.


RETAIL SALES PRESENTATION MISTAKE

#7

“NOT TALKING ABOUT MY SHOPPERS/BUSINESS”

What retailers want to know is why this opportunity is relevant to them, and how you will positively change the behavior of their shoppers, to positively impact their business and help them achieve their KPIs. Likewise, a size of prize should be relevant to the customer. How much benefit will they get?

To be clear, I'm not saying don't share data. What I am saying is to use it sparingly to tell a story. We can legitimately use data to support our core value proposition. Here we can use consumer, shopper and retail data to build our three-part value proposition.



There is no perfect recipe for a sales presentation, or a customer business plan presentation. ***Different situations call for different approaches.*** Some buyers like more data, most really want you to get to the punchline. Learn and adapt should be your mantra

And no, we shouldn't be rushed.
Taking your time to build the story,
to demonstrate the opportunity, is a critical
part of any pitch. But by being respectful of
your counterpart's time will, in most cases,
make the entire process go much
smoother.

If you'd like to know more about building
powerful sales presentations,
using [shopper insight to sell](#), building
category visions, plans or [selling stories](#),
or just sharpening your selling skills, check
out our [training programs now](#), or [get in
touch](#) to discuss your specific situation



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