

# Session 2: What to Prepare for your Pitch Meeting

Presented by Stephanie Ames, BBA Program  
Danny Turner, BBA Program





# Review of Session 1: Being a Good Supplier

- Taking The Next Step video started our journey
- Product Life Cycle **leads us to our promotional schedule**
- Who is a good supplier is your **order management**
- Product readiness **makes product experts**
- Relationships and Rapport **we will learn how to leverage this**
- Delivery/etiquettes **supports order management**
- Re-order and maintenance **is your commitment to selling with a sales schedule**



# Introduction to Distribution Bootcamp: Relationship Readiness

Session 1

Session 2

Working Group 1

Working Group 2

Session 3

Working Group 3

Date: October 10, 2023

Session 1

Session 2

Working Group 1

Working Group 2

Session 3

Working Group 3

T

D Date: October 24, 2023

# Preparing Your Pitch



- Share your why with your audience, this is your story, your values.
- Difference between farmers markets, in person retail and distribution
- 90 Seconds or less
- Highlight your product is different than competitors in your category
- Listed retailers (where are you selling) and how they are doing there
- Units, Sales, Cases, Margins



# Preparing Your Pitch



- Plan your pitch with a target buyer in mind
- Gather all sales information in that market; competition
- Positive comments from sales channels
- What category your product belongs in
- What else is sold in a basket when they buy your product
- MARGINS

# Elevator Pitch

## 12-second speech

**Summarize in one simple sentence what your company does or provides.**

*EXAMPLE: We provide the highest quality widgets that money can buy.*

**Describe the benefits that your product or service provides. List the features that set your product or service apart from your competitors' products or services.**

*EXAMPLE: Our widgets perform five important tasks, which are ...*

## 30-second speech

**Summarize in a few simple sentences what your company does or provides.**

*EXAMPLE: We provide the highest-quality widgets that money can buy. Our widgets come in a wide range of models, including the latest deluxe turbo-charged model.*

**Describe the benefits that your product or service provides. List the features that set your product or service apart from your competitors' products or services.**

**Briefly state your company's qualifications.**

*EXAMPLE: We've been creating high-quality widgets for more than 100 years.*

**Describe your company's goals or objectives, or both.**

*EXAMPLE: We aim to sell more widgets than any other company in the United States.*

# Elevator Pitch

## **3-minute speech**

**Summarize in one simple sentence what your company does or provides.**

*EXAMPLE: We provide the highest-quality widgets that money can buy.*

**Describe the benefits that your product or service provides. List the features that set your product or service apart from your competitors' products or services.**

**Briefly state your company's qualifications.**

*EXAMPLE: We've been creating high-quality widgets for more than 100 years.*

**Identify your company's mission in one sentence.**

*EXAMPLE: Company wants to improve the quality of people's lives by providing the highest-quality widgets to every person in the world.*

**Describe your company's goals or objectives, or both.**

*EXAMPLE: We aim to sell more widgets than any other company in the United States.*

**Give an example of a successful outcome from the sale of your product.**

*EXAMPLE: We provided widgets that built the Empire State Building*

# Leveraging Rapport



- Create lasting partnership
- Speak the language retailers understand
- Sell the most of your product
- Gain valuable information about your sales history and other similar lines
- Learn more about the industry for better planning and execution



# Sell sheet

- Poll
- What is a sell sheet?
- How should it look?
- What is the difference between a sell sheet vs an order sheet?



# Product Expert

- Product info
- Size, Units, Cases
- Shelf life
- Handling requirements
- Department/category
- Recall procedure
- Seasonal Items
- Sell sheet



# Sell sheet



## A healthy snack from our farm to you

At Blossom River Organics, we believe that you and your family deserve a snack option that is healthy, nutritious, and truly delicious! When our family started growing organic fruits, we quickly realized that we needed to find a way to make healthier snacks for all families, not just ours. We love these naturally sweet and crispy organic apple chips and know that you and your family will too!

We pick our own fresh organic apples, dehydrate them, and put them in this bag for you to enjoy anywhere.

Organically Grown  
Non-GMO  
Vegan  
Gluten Free  
Fat Free  
No Artificial Flavours  
No Preservatives  
No Sugar Added

Nutrition Facts	
Valeur nutritive	
Per 10 g	
per 10 g	
<b>Calories 176</b>	
Total Fat 5.1 g	10% <small>% Daily Value</small>
Saturated Fat 0.5 g	10% <small>% Daily Value</small>
Trans Fat 0.5 g	10% <small>% Daily Value</small>
Carbohydrate 36.0 g	10% <small>% Daily Value</small>
Fiber 1.0 g	20% <small>% Daily Value</small>
Sugar 10.0 g	20% <small>% Daily Value</small>
Protein 1.0 g	20% <small>% Daily Value</small>
Cholesterol 0.0 g	0% <small>% Daily Value</small>
Sodium 0.0 g	0% <small>% Daily Value</small>
Calcium 0.0 g	0% <small>% Daily Value</small>
Iron 0.0 g	0% <small>% Daily Value</small>



## ORGANIC APPLE CHIPS ORIGINAL 70g

Case Pack	24
Unit UPC	6-27987 23431-2
Case UPC	6-27987 23435-0
Unit Dimensions	7" W x 9" H
Case Dimensions	22.25" L x 15.25" W x 10.5" H
Case Weight	5.77 lbs
Pallet TI/Hi	40 Cases 5/8
Shelf Life	12 mos

Kootenay River Organics Ltd.  
2916 Erickson Road, Creston BC V0B1G1  
info@krorganics.ca

Instagram Facebook @blossomriverorganics

- Information for retailer to understand product
- Nutritional facts
- Case specs
- Unit size
- Source of origin
- Company mission statement
- Purposeful if limited communication



# Sales Expert



- Know your product!
- Sales: dollars, units and profitability
- Category: basket builder, incremental sales
- Market research and know who's in yours
- Order sheet

# Order sheet

- Information for retailer to know their cost, suggested retail, margin percent
- How many units to a case
- Minimum order
- Return process
- Sales Rep information
- Contact information for owner



# Order sheet

PRODUCT	Order	PACK	SKID	BRAND	SEASON	Cost	Retail
<b>ORGANIC CHERRY</b>							
ORGANIC RAINIER BLUSH		8/1KG	90 CS	JUST A MERE	JUL	1.00	1.30
ORGANIC SKEENA RED		8/1KG	90 CS	JUST A MERE	JUL-AUG	1.00	1.30
ORGANIC SWEETHEART		8/1KG	90 CS	JUST A MERE	AUG	1.00	1.30
ORGANIC EARLY RED		10/1.5#	88 CS	BLOSSOM RIVER	JUN-JUL	1.00	1.30
ORGANIC LAPIN RED		10/1.5#	88 CS	BLOSSOM RIVER	JUL	1.00	1.30
ORGANIC LATE RED		10/1.5#	88 CS	BLOSSOM RIVER	JUL	1.00	1.30
<b>ORGANIC APPLE</b>							
ORGANIC AMBROSIA		12/3# or Trays	42 CS	BLOSSOM RIVER	SEP-DEC	1.00	1.30
ORGANIC FUJI		12/3# or Trays	42 CS	BLOSSOM RIVER	SEP-DEC	1.00	1.30
ORGANIC HONEYCRIP		12/3# or Trays	42 CS	BLOSSOM RIVER	SEP-DEC	1.00	1.30
ORGANIC PINK LADY		12/3# or Trays	42 CS	BLOSSOM RIVER	OCT-DEC	1.00	1.30
ORGANIC GALA		12/3#	42 CS	JUST A MERE	SEP-DEC	1.00	1.30
ORGANIC JONAGOLD		12/3#	42 CS	JUST A MERE	SEP-DEC	1.00	1.30
ORGANIC CRIPPS PINK		12/3#	42 CS	JUST A MERE	OCT-DEC	1.00	1.30
<b>ORGANIC BOTTLED JUICE &amp; DRIED PRODUCT</b>							
1 GALLON APPLE W/UPC		4/3.84L	36 CS	JUST A MERE	ALL YEAR	1.00	1.30
½ GALLON APPLE W/UPC		6/1.89L	42 CS	JUST A MERE	ALL YEAR	1.00	1.30
946ML CHERRY JUICE W/UPC		12/946ML	48CS	BLOSSOM RIVER	ALL YEAR	1.00	1.30
DRIED APPLE CHIPS W/UPC		24/70g	45CS	BLOSSOM RIVER	ALL YEAR	1.00	1.30
DRIED CHERRIES W/UPC		24/125g	48CS	BLOSSOM RIVER	ALL YEAR	1.00	1.30
Send Orders to Danny info@krorganics or call 250 123 4567							



# Promotional schedule

- Poll
- What do you think this is?
- What promotions can you think of?
- When should you promote?



# Risk Management

- Shortages
- Liability insurance
- Traceability and recalls
- In store returns
- Damaged products in store and in transit
- Late payment plan



# Order Management



- Fulfill terms of agreement
- Form of order: email, phone, in person
- Minimum order
- Invoicing
- Payment schedule
- Clear lead times



# Promotional schedule

- Drives sales
- Schedules plan/maintenance
- Aligns with holidays/current events
- Planned during “slow times” to drive sales

## Event Schedule

Organic Fruit Chips

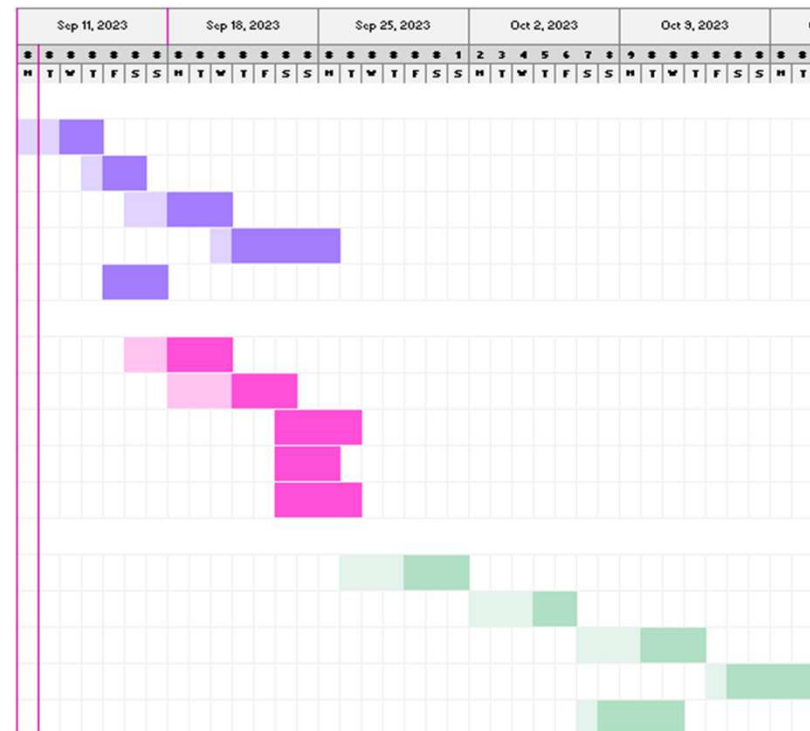


SIMPLE GANTT CHART by Vertex42.com  
<https://www.vertex42.com/ExcelTemplates/simple-gantt-chart.html>

TASK	ASSIGNED TO	PROGRESS	START	END
<b>Yearly Timing</b>				
Fall	John Smith	50%	9-11-23	9-14-23
Winter	Steph Ames	60%	9-14-23	9-16-23
Spring	Danny Turner	50%	9-16-23	9-20-23
Summer	Kim Dudas	25%	9-20-23	9-25-23
Special	Wade Sather		9-15-23	9-17-23
<b>Local</b>				
Flyers	John Smith	50%	9-16-23	9-20-23
Mail out coupons	Steph Ames	50%	9-18-23	9-23-23
Radio Advertising	Danny Turner		9-23-23	9-26-23
Printed Advertising	Kim Dudas		9-23-23	9-25-23
Flyers	Wade Sather		9-23-23	9-26-23
<b>Instore Marketing</b>				
Special Events	John Smith	50%	9-26-23	10-1-23
Holiday Events	Steph Ames	60%	10-2-23	10-6-23
Special Sale Banners	Danny Turner	50%	10-7-23	10-12-23
Season Sale Banners	Kim Dudas	25%	10-13-23	10-17-23
Store Specific Events	Wade Sather	25%	10-7-23	10-11-23

Project start: **Mon, 9-11-2023**

Display week: **1**



# Reinforce Commitment to Selling

- Follow up and nurture relationship
- Ask for feedback, advice and adjust accordingly
- Communicate to retail weeks before next event
- Offer support and promos



# What's Next?

- ✓ Being a Good Supplier
- ✓ Prepare for your Pitch Meeting
  - Working Group Pitch Deck Prep
  - Working Group Mock Pitch Sessions with guest speakers
  - Prepare for Food Expo and Trade Shows
  - Working Group Trade Plan
  - Basin Food & Buyer Expo (Creston Nov 3&4)



# Recap



- Preparing Pitch
- Sell Sheet vs Order Sheet
- Promotional schedule
- Sales Expert
- Product Expert
- Order Management
- Risk management
- Leveraging rapport
- Reinforce Commitment to Selling
- Upcoming Mock Pitch

# Thank you

