

Session 2: What to Prepare for your Pitch Meeting

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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

Session 1

Session 2

Working Group 1

Working Group 2

Session 3

Working Group 3

Topic 2: What to Prepare for Your Pitch Meeting

Date: October 3, 2023

- Review Good Supplier work
- Preparing Pitch
- Sell Sheet vs Order Sheet
- Promotional schedule
- Sales Expert
- Product Expert
- Order Management
- Risk management
- Leveraging rapport
- Reinforce Commitment to Selling

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
- Highlight your product is different than competitors in your category
- Case Studies/Customer feedback/testimonials
- Listed retailers (where are you selling) and how they are doing there
- Units, Sales, Cases, Margins

Sell sheet

- Poll
- What is a sell sheet?
- How should it look?
- What is the difference between a sell sheet vs an order 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 par 10 g	% Daily Value*
Calories 176	
Total Fat 5.5 g	11 %
Saturated Fat 0.5 g	1 %
Trans Fat 0.5 g	1 %
Carbohydrate 40.5 g	81 %
Fiber 4.5 g	9 %
Sugars 40.5 g	81 %
Protein 1.5 g	3 %
Cholesterol 0 mg	0 %
Sodium 0 mg	0 %
Total Crap 0 mg	0 %
Calcium 0 mg	0 %
Iron 0 mg	0 %

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
@blossomriverorganics

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

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
ORGANIC CHERRY							
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
ORGANIC APPLE							
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
ORGANIC BOTTLED JUICE & DRIED PRODUCT							
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?



Promotional schedule

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

Event Schedule

Organic Fruit Chips

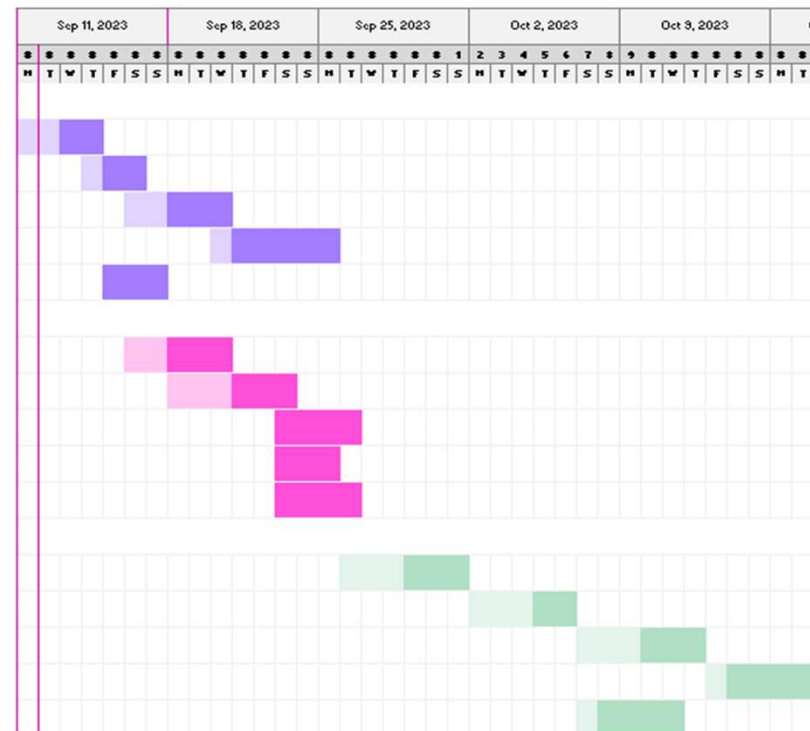


SIMPLE GANTT CHART by Vertex42.com
<https://www.vertex42.com/ExcelTemplates/simple-gantt-chart.html>

TASK	ASSIGNED TO	PROGRESS	START	END
Yearly Timing				
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
Local				
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
Instore Marketing				
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**



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

Product Expert

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



Order Management



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

Risk Management

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



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

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

