Selling Successfully to Retailers

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Keys to Success

- Determination
- Creativity
- Listen well to others
- Watch the Market
- Know competition
- Good Management
- Good communication
- Follow through
- Know your limitations
Determination

- Know what you want to accomplish
- Know your time line for each step
- Know what is needed to achieve
- Who/What do you need to know
  - Safety, health, zoning, shipping
- Who do you need to work with
  - State, federal, neighbors, brokers, family
Creativity

- Looking for other opportunities
- Ask; Why should anyone buy this?
- Always look at current market trend
  - Can you adapt this to your product or marketing campaign
  - Can you create a different product to fulfill
    - Low Carb,
    - Kid friendly
    - Ready made meals
Listen well to others

- What does your customer want
- What can you accomplish with what your resources are
- Be open to suggestions and research them well
Watch the Market

- What are consumers buying
- What are the trends
  - Packaging
  - Portions
  - Marketing campaigns
  - Season
    - Lent, Valentines day, Thanksgiving, 4th of July
    - Plan your market accordingly
Know competition

- What are the specials they are running
- Can you compliment other products and companies
  - Sauces and Marinades
Good Management

- Treat your staff well
- Manage your billing and suppliers well
- Treat your customers with respect
- Nurture your relationships with business people
  - Customers
  - Suppliers
  - Business partners
- Do not neglect your family!
Good communication

- Listen well
- Make your customers feel like they are your first priority
- Reiterate understanding in making deals
- Follow up with a descriptive letter or email
- Keep all communication lines open and be willing to assist them during difficult times
  - Suppliers and customers
  - Assist your customers/brokers to communicate your message well
    - Why your product stands out
Follow through

- Follow all trade leads
- Return all phone calls in a timely manner
- If a problem arises and it will take time, let them know that it is being dealt with and check in with them from time to time
- If you can not service that request, make other suggestions and referrals
  - This will create a trusting relationship
Know your limitations!

- Do not over commit
- Do not make false promises
- Be honest
- If you are not good with the public, get someone that is good to be your front line person
Conclusion

- Talk to people
- Do your research on whom your customers are and what their needs are
Thank You

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