



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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