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Retail Ready:


## How to Reach Your Target Market



Celebrating 25 Years of Excellence


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### Why is it important to BE PREPARED?

- You Have 1 Chance to Make an Impression
- Buyers are Busy
- You're Entering Into A Relationship



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### Preparing for Retail Sales


How will you help the Retail Buyer meet their goals? Why should they bring in your oil over another brand?

**Pricing:**  
Delivery & Shipping Included?  
Sample allowance? Buy Backs?

**Order & Delivery:**  
What days do you take orders?  
What days do you deliver?

**Promotional Material:**  
How is your sell sheet? Do you offer shelf talkers? Recipe cards?

**Requirements:**  
Case Count? Minimums?



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### Direct Marketing through Farmers Markets

- You are your brand
- How good of a retailer are you?

Look & Comfort of your space  
How to purchase  
Clean & Abundant



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# THANK YOU!

- You are your brand
- How good of a retailer are you?

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## ADDITIONAL RESOURCES:

- Alli Ball's Pinterest: <https://www.pinterest.com/itsab/>  
Includes example sale sheets, package inspirations, etc.
- Canva.com  
Resource for marketing and design