



NACDS TSE
TOTAL STORE EXPO
BOSTON, MA • AUGUST 27 – 29, 2022

NACDS
Meet the Market
Webinar

Agenda



01 Meet the Market Overview

02 Schedule of Events: Pre &
During TSE

03 Presentation Template

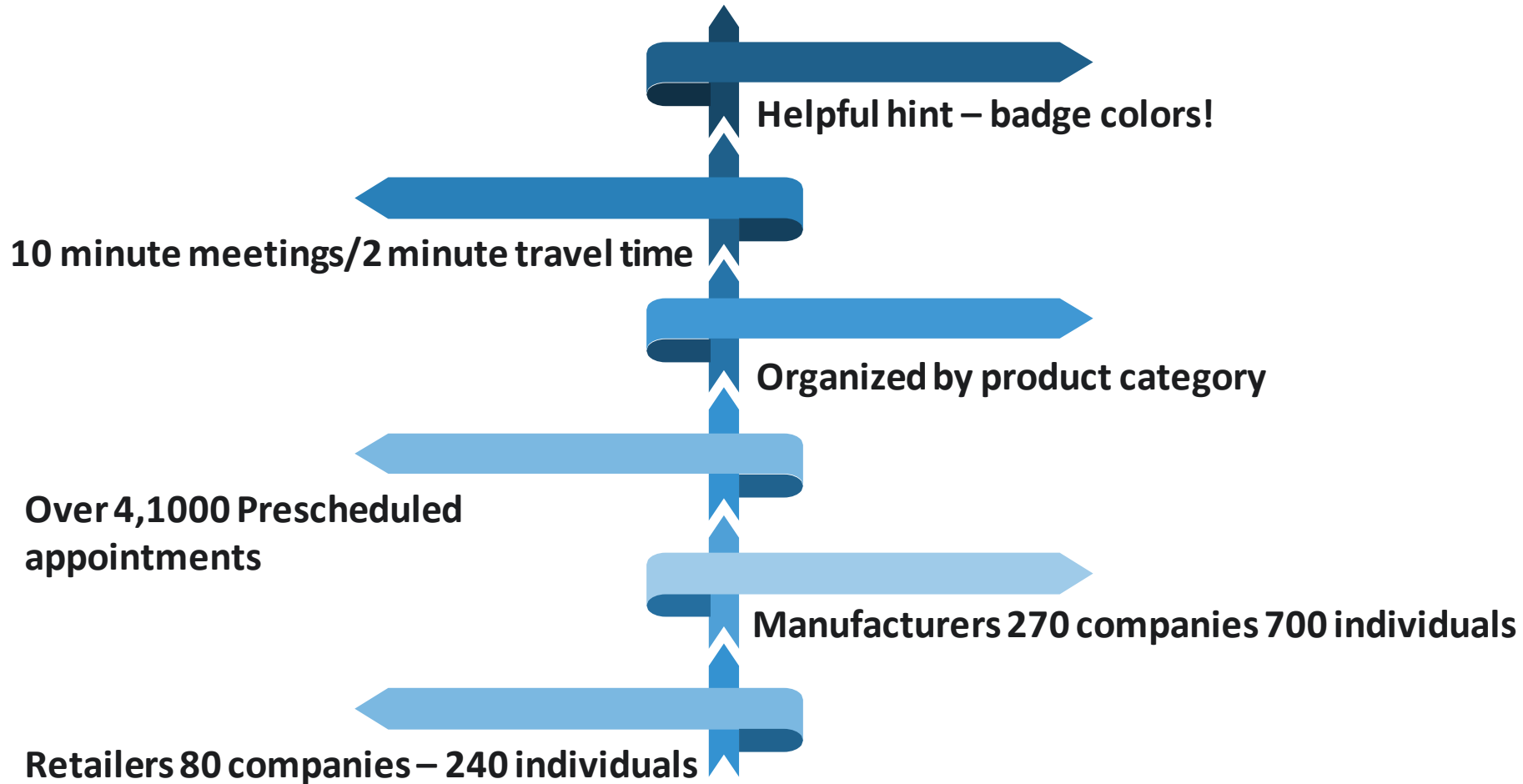
04 Helpful Hints

05 Questions

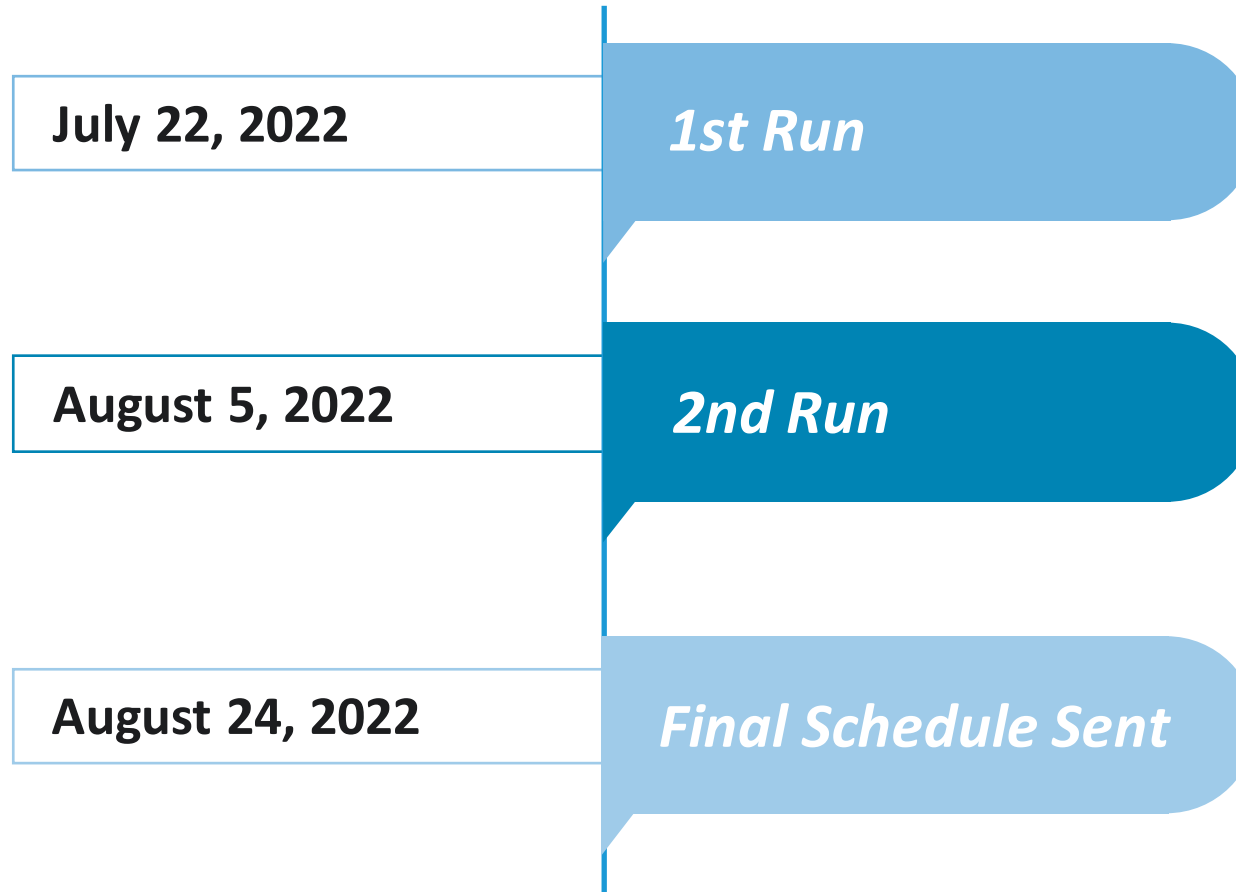
06 TSE Website



Meet the Market Information



Appointment Optimization Schedule:



Note: You will receive an e-mail with your start time on August 26, 2022

Questions: mary.medawar@nacds.org

MTM Schedule of Events: Saturday, August 27, 2022



9:00am – 5:00pm

Meet the Market

12:30 p.m. – 4:00pm

Meet the Industry

Check the full schedule of events for updates at tse.nacds.org

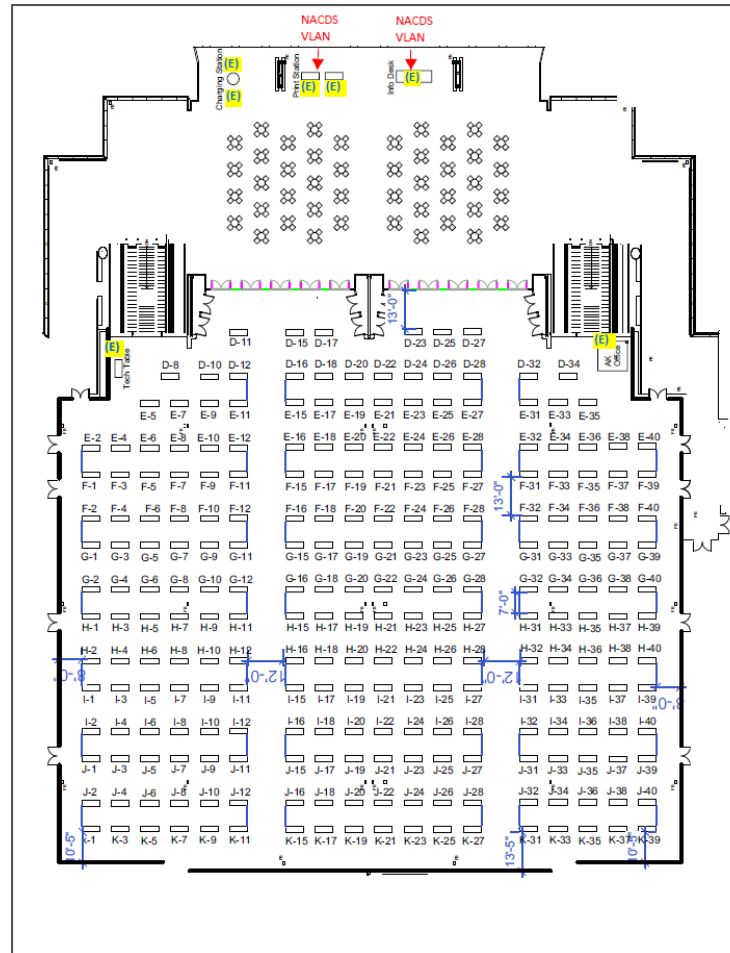


Internet
New AdSense campaign among general audience of
Google AdSense Campaign
• New \$100,000 reward (investment plan)
• Google AdSense
• 1 Month throughout the month of February, April, July, August, October
• While range of targets, which includes women
• Run 22 to 65 yrs
• Looking people to immediate purchase

Costco Wholesale
A-57



Meet the Market Floor Plan



A-21

A-23

A-25

A-27

Meet the Market Template Purpose & Comments



This template was designed as a “how to” in getting prepared for your 10 minute Meet the Market (MTM) meetings. The goal of this template is to help maximize efficiency, effectiveness and productivity on both sides of the table.



Importance of being prepared
“Know” the retailers you are meeting

- HQ location
- Type of store
- Store locations
- Website
- App
- Promotion preference

Be prepared to discuss

- Your company
- Management talent
- Financial resources
- Sales coverage
- Visit helpful hints for more details

Meet the Market Template Purpose & Comments

Plan on providing the basics of your new item or program. You need to be prepared with key details of your initiative and enough data to “whet the appetite” of the retailer community.

- Proper preparation yields favorable outcomes.
- A favorable outcome of a MTM meeting is:
 - a follow-up at your Total Store Expo booth,
 - an appointment opportunity at the retailers HQ
 - a request to send more information.
- Retailers provided guidance for the preparation of this template.
- One of the key takeaways was that many suppliers failed to properly follow-up after their MTM sessions.
- Expedient and accurate follow-up is a #1 priority
- Please make sure to access the NACDS website noted above and review the Products to Market White Paper which provides further information to increase your industry knowledge.

Another reason to maximize Meet the Market...

68% of CP executives and **64%** of retail executives agree that collaboration with smaller entrepreneurial firms has become increasingly important for them to achieve their strategic goals.

Source: EY Survey on Delivering agile innovation 2014

Company Overview

Name:

Website:

Ownership (Years in business):

Annual Revenue:

On-Line business:

Key Executives:

Product Categories:

Market Position:

Company Overview

Name: ABC Consumer Products

Website: www.abccp.com

Ownership (Years in Business): Privately held (founded in 2020)

Annual Revenue: N/A

On-line business: Began with D-T-C to build targeted consumer profile

Key Executives: Bill Singer, CEO (billsinger@abccp.com) Mary Williams, VP Sales (marywilliams@abccp.com)

Company Description: Manufacturer and marketer of upscale Bath & Body products and luxury toiletries. Can also manufacture store brand B&B items.

Product Categories: Bath, Lotions, Fragrances, Bar soaps

Product Information

Product Description:

Product Distribution:

Category Placement:

Product Attributes & Points of Difference:

List of SKU's:

Expected sales per door, per week:

Product Information

Product Description: Spring Garden Bath & Body Collection

Product Distribution: Finish exclusive distribution with food retailer in December

Category Placement: Adjacency with Bath Category

Product Attributes & Points of Difference: Spring Garden is an “affordable indulgence” line of high quality bath products that are expertly produced with the best ingredients. Spring Garden will attract those consumers who currently purchase these products in alternative outlets including Bath & Body Works, which will generate incremental sales & profits. Delivers an average Gross Margin of 50%.

List of SKU's: Various flavors of Bath Gel, Body Lotion, Body Spray, Scrubs & Bar Soap

Expected Sales Per Door, Per Week: 5 pieces per door, per week in average grocery/drug/mass retailer

Supply Chain Capability: Full EDI compliance and EFT capable.

Market Coverage: National retail coverage with Results Only Retail Group. HQ coverage with 15 person direct sales and trade marketing sales team

Product Positioning

Describe the Target Consumer:

Provide Consumption Data and/or Consumer Research:

Describe Any Regional Or Cultural Preference:

Do You Offer Bi-Lingual Packaging:

Product Positioning

Describe the Target Consumer: Our Target customer is female, ages 18-45.

Provide Consumption Data and/or Consumer Research: Please see attached IRI & Nielsen data that shows consumption by Trade Class and customer. Also reference the Consumer Attitudes and Shopping Behavior Study.

Describe Any Regional Or Cultural Preference: We index particularly high with the Hispanic consumer.

Do You Offer Bi-Lingual Packaging: All Spring Garden products have English and Spanish packaging.

Product Marketing Support

Describe Media Campaign (TV, Print, Radio, FSI) and Note Total Planned Investment Dollars:

Describe Trade Marketing and Account Promotional Support Investment:

Discuss Promotional Calendar and Any Merchandising Vehicles or Events:

Review Social Media Support Capabilities:

Discuss any Customization Capabilities:

Product Marketing Support

Describe Media Campaign (TV, Print, Radio, FSI) and Note Total Planned Investment Dollars:

\$5,000,000 total Media

Print campaign in major ladies magazines (Cosmopolitan, Good Housekeeping)

Spot Market Radio (15 second spots for the retailer and 15 second brand message spots)

March 4, 2018 \$1.00 FSI drop (44mm circulation)

Describe Trade Marketing and Account Promotional Support Investment:

10% New Distribution Allowance

5% Display Allowance

15% Live Accrual Monies to drive the business

30% in Total Allowances Available

Be ready to discuss your EDLP program for those appropriate retailers

Discuss Promotional Calendar and Any Merchandising Vehicles or Events:

ABC can provide exclusive display fixtures for qualifying accounts. We also offer a wide variety of PDQ's, side wings, power panels and traditional floor stand display option.

Review Social Media & Customization Support Capabilities:

ABC has a robust Digital & Social Media platform—Facebook, Instagram & PR Influencers

Program Launch Specifics

Cost:

SRP:

Gross Margin %:

Projected Year 1 sales:

Overall Gross Margin Dollar Contribution:

Program Launch Specifics

Cost: \$1.49

SRP: \$2.99

Gross Margin: 50%*

Projected Year 1 sales: \$475,000

Overall Gross Margin Dollar Contribution: **\$237,500**

**please see attached chart which lists individual item costs, gross margins and Year 1 projected sales.*

Product Specifications

Brand Product Description:

Product Size:

Item Number:

Product GTIN:

Case GTIN:

Units Per Case:

Case Inner pack (# of inners & # of pcs per inner):

Each Dim. (In.) D" x W" x H":

Inner Dim. (In) L" x W" x H":

Case Dim. (In) L" x W" x H":

Case Cube (Ft):

Case Weight (lbs):

Ti x Hi (Cases):

Cases Per Pallet:

Terms:

Image for website:

BEFORE

- Retailers want you to know their business before the meeting – prepare ahead and do your research
 - # of stores
 - Where HQ is located and geographic operating Regions
 - Size of stores and class of trade
 - Competition
 - Research online and also the retailer websites to ensure accurate customer background
- Retailers want to see company representatives and/or brokers (only if the broker is familiar with the retailer)
- Properly prepare your template, contact info and have product samples with you -

DURING

- Introduce yourself let the retailer know you are well prepared, and ask if there's anything they'd like to discuss first
- Be prepared for the meeting and include item recommendations and action plans
- Keep the meeting focused, short and actionable. Pictures and images are better than words . Less is more!
- Retailers describe a successful meeting as an appointment at your TSE booth (bring your TSE schedule so you can add this meeting), a request for additional information or an appointment at the retailers HQ. Make sure you ask for one of these outcomes!!

AFTER

- Regarding “leave behinds” consider the following:
 - Business Cards with Booth # added
 - One Page sell sheet
 - Brochures, Price Lists
 - Most retailers aren't interested in taking samples or materials
- Prepare and follow-up with the goal of having the retailer remember you and your product. Be creative and concise with your presentation and FOLLOW UP in a timely fashion!!

Helpful Hints

Through a survey questionnaire to **NACDS** retailers, it was determined that 3 major types of presentations will be conducted at **MTM**. These retailers also suggested a presentation flow and timing for each segment:

New Manufacturer Presentation

Order	Length of Time
Company Overview/Introduction	1 minute
Item	5 minutes
Category	30 seconds
Consumer	1 minute
Competition	1 minute
Marketing Support & Strategy	90 seconds



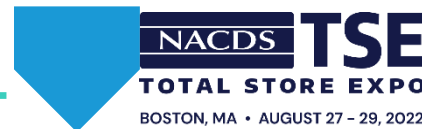
Existing Manufacturer, New Item Presentation

Order	Length of Time
Item	5 minutes, 30 seconds
Category	1 minute
Competition	30 seconds
Consumer	1 minute
Marketing Support & Strategy	2 minutes

Existing Manufacturer, Current Line Not Stocked Presentation

Order	Length of Time
Item	4 minutes
Category	1 minute
Competition	1 minute, 30 seconds
Consumer	1 minute
Marketing Support & Strategy	2 minutes, 30 seconds

NACDS Meet the Market Leave Behind



Staple Business Card Here

Company Name: _____ **Booth #:** _____

Meet the Market Attendees:

Name: _____

Email: _____

Name: _____

Email: _____

Key Facts: (About your company)

Key Facts: (About your brand)

Key Facts: (About your marketing plan)

Retailer Notes:

PLEASE VISIT US AT BOOTH #: _____



Bookmark


[Http://tse.nacds.org](http://tse.nacds.org)

Helpful Hints




Retailers want you to know their business including:

- # of stores
- Where HQ is located and geographic operating Regions
- Size of stores and class of trade
- Competition
- Consider a check of the retailer websites to ensure accurate information



Be prepared for the meeting and include item recommendations and action plans




Retailers want to see company representatives and/or brokers (only if the broker is familiar with the retailer)



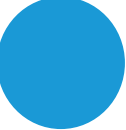
Offer suggestions for how, when and where to “merchandise”

Helpful Hints



Regarding “leave behinds” consider the following:


- Business Cards with Booth # added
 - One Page sell sheet
 - Brochures, Price Lists
- (most retailers aren’t interested in taking or transporting samples and materials back with them)



Prepare and follow-up with the goal of having the retailer remember you and your product. Be creative and concise with your presentation and **FOLLOW UP** in a timely fashion!!



Focused follow-up with the retailers is key and should occur within two weeks



Retailers describe a successful meeting as an appointment at your booth, a request for additional information or an appointment at the retailers HQ. Make sure you ask for one of these outcomes!!

- Be sure to bring your TSE booth schedule with you so you can lock in an appointment if asked by the retailer.

The background of the slide is a blurred photograph of several people's hands raised in the air, suggesting a group discussion or a Q&A session. The image is dimmed to allow the text to stand out.

Questions?
