



NACDS

Meet the Market

Webinar

Agenda



01 Meet the Market Overview

02 Schedule of Events: Pre &
During TSE

03 Presentation Template

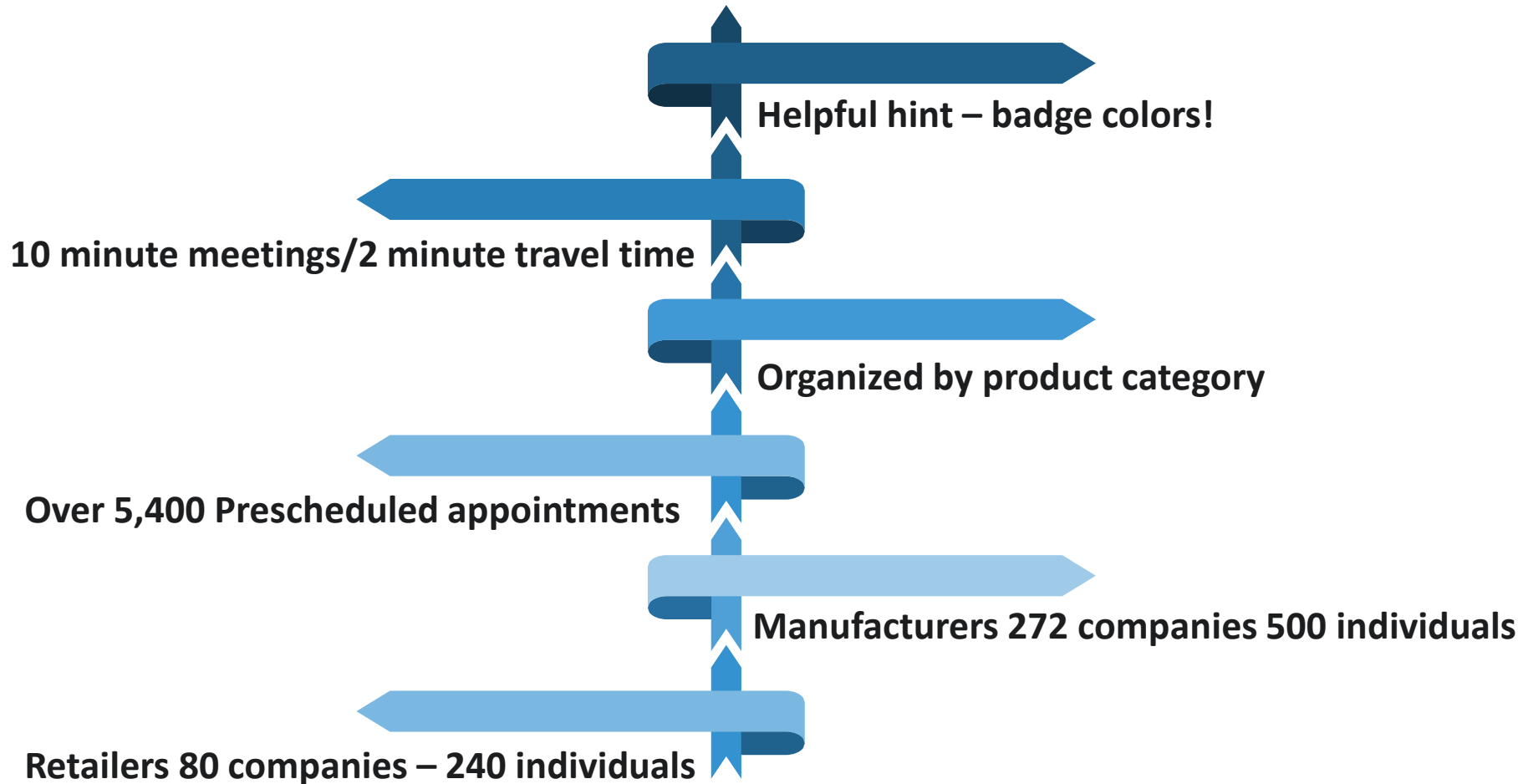
04 Helpful Hints

05 Questions

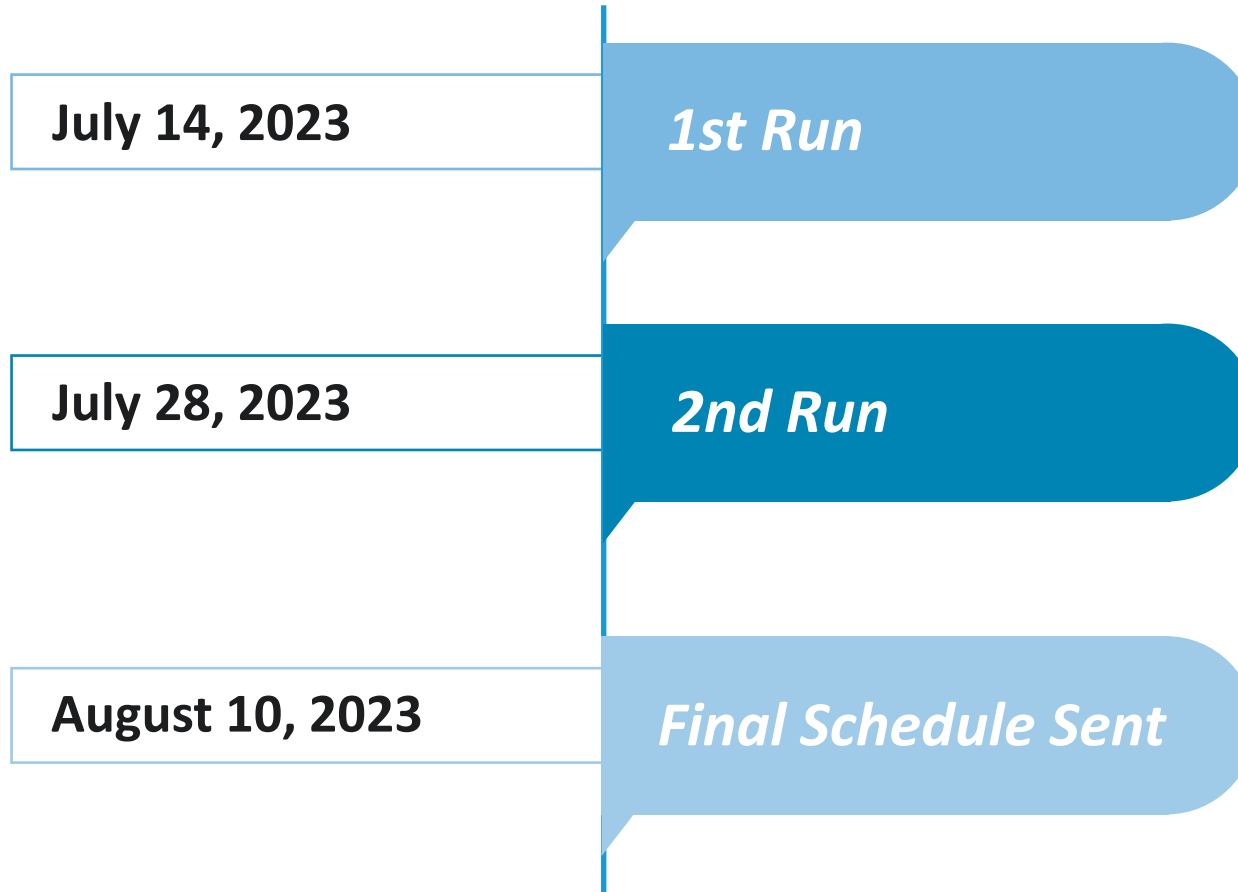
06 TSE Website



Meet the Market Information



Appointment Optimization Schedule:



Note: You will receive an e-mail with your start time on August 11, 2023

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

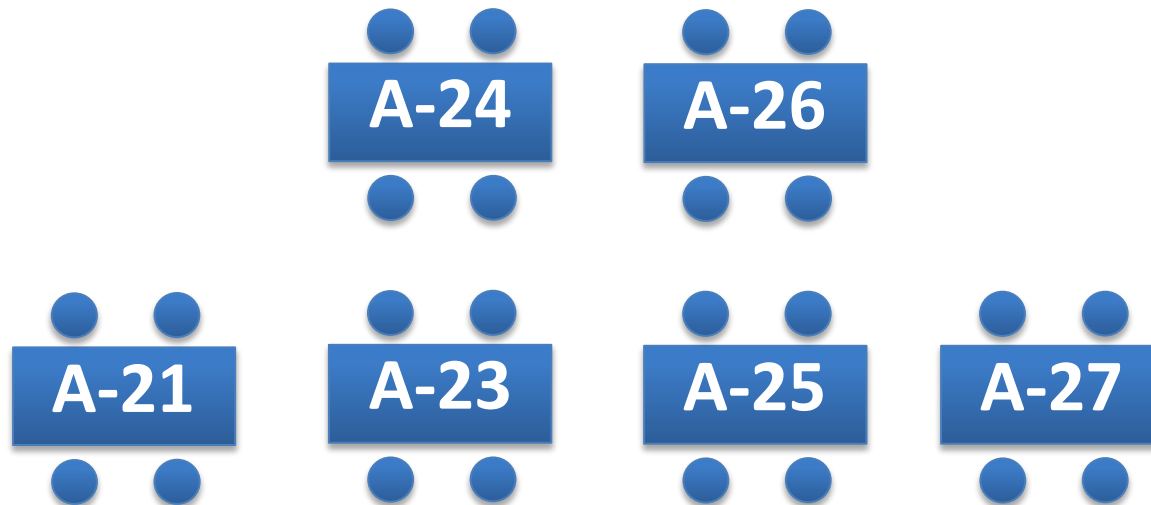


A-57



Meet the Market Floor Plan

M18		M17		L18		L17		K18		K17		J18		J17		I18		I17		H18		H17		G18		G17		F18		F17		E18		E17		D18		D17		C18		C17		B18		B17		A18	
M16		M15		L16		L15		K16		K15		J16		J15		I16		I15		H16		H15		G16		G15		F16		F15		E16		E15		D16		D15		C16		C15		B16		B15		A16	
M14		M13		L14		L13		K14		K13		J14		J13		I14		I13		H14		H13		G14		G13		F14		F13		E14		E13		D14		D13		C14		C13		B14		B13		A14	
M12		M11		L12		L11		K12		K11		J12		J11		I12		I11		H12		H11		G12		G11		F12		F11		E12		E11		D12		D11		C12		C11		B12		B11		A12	
M10		M9		L10		L9		K10		K9		J10		J9		I10		I9		H10		H9		G10		G9		F10		F9		E10		E9		D10		D9		C10		C9		B10		B9		A10	
M8		M7		L8		L7		K8		K7		J8		J7		I8		I7		H8		H7		G8		G7		F8		F7		E8		E7		D8		D7		C8		C7		B8		B7		A8	
M6		M5		L6		L5		K6		K5		J6		J5		I6		I5		H6		H5		G6		G5		F6		F5		E6		E5		D6		D5		C6		C5		B6		B5		A6	
M4		M3		L4		L3		K4		K3		J4		J3		I4		I3		H4		H3		G4		G3		F4		F3		E4		E3		D4		D3		C4		C3		B4		B3		A4	
M2		M1		L2		L1		K2		K1		J2		J1		I2		I1		H2		H1		G2		G1		F2		F1		E2		E1		D2		D1		C2		C1		B2		B1		A2	



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.

Meet the Market Presentation Template



Company Overview

Name:

Website:

Ownership (Years in business):

Annual Revenue:

On-Line business:

Key Executives:

Product Categories:

Market Position:

Meet the Market Presentation Template



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

Meet the Market Presentation Template



Product Information

Product Description:

Product Distribution:

Category Placement:

Product Attributes & Points of Difference:

List of SKU's:

Expected sales per door, per week:

Meet the Market Presentation Template



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

Meet the Market Presentation Template



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.

Meet the Market Presentation Template



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

Meet the Market Presentation Template



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.*

Meet the Market Presentation Template



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:

Helpful Hints

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)

The background of the slide is a blurred photograph of several people's hands raised in the air, suggesting a Q&A session or a meeting. The image is dimmed and serves as a backdrop for the central text.

Questions?
