

# How to Approach Retail Stores - Hints to Help Sell Emu Oil & Emu Oil Products

## ***Retail Store - to do's***

**// Target retail stores that would have the demographic appeal of products you want to sell.** "Drug Store with older generation clientele", "Natural food stores", "Boutiques", "Veterinarian offices", "Doctor & Chiropractic offices" & Others

**// Send introduction letter.** With this, send one piece of general information about the oil, and one testimonial. The letter should state that if they are interested, they may be supplied with sample(s). State date that you will be calling for appointment to show the products.

**// Appointment call.** Obtain convenient time/date to stop by and introduce yourself in person \* Try to learn if they have ever heard of emu oil products, if so, where from, and what their interest is \* If not, you will need to take appropriate educational information with you, or send beforehand.

(Of course, you have a **file set up by this time**, on each contact you make with each account, documenting what transpires each time you talk.)

**// Dress Appropriately.** This is a sensitive issue but remember, to be successful, a person must look successful. Casual attire may be the way most are comfortable, but for those looking at us, they see a rancher (not a supplier), that they aren't sure will be around tomorrow or not. Put yourself in the decision maker's position.

**// Plan your appointment.** Each type of store will be different. \* How much product to take, which product type to take. \* What other type of information you need to take with you, signage, testimonials?

**// Know your products.** Be able to provide your supplier's product liability insurance \* Be ready to quote prices, wholesale and suggested retail \* Offer a variety, or make a variety available to them (letting them know that if they choose to only carry one or two products in the beginning, they can always increase their product line)

**// What's in it for THEM?** How will adding these items to their inventory bring them additional business? \* Have testimonials from others that have added emu oil products to their stores \* Have testimonials from users of the products

**// Include media information.** Have copies of news releases and ads that have been used previously \* Have copies of any national celebrities that have endorsed emu oil

**// Offer a mini-training session for the staff.** \* Assure person in charge that the training will be quick and to the point \* Offer your services to train the staff \*

**// Assure a consistent, reliable source for emu oil products.**

**// Make it easy for them to order products.** Include in your introduction packet: \* Phone number (with faxing capabilities). \* Order form \* Computer link; email or your company homepage. \* Salesperson will call on them \_\_\_\_/week \*

**// Follow-up with a thank you note, along with answers to any unanswered questions.** Follow-up, follow-up, follow-up. If you don't, everything you will have done, will be a waste of time.

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