

Retailer 101

A guide to help consumer goods entrepreneurs bring their products to market.



Things to Know



For brand owners selling products through retailers is a key step to increase market distribution and sales.



Retailers range widely in their structure from independently owned local stores to regional or nation wide chains.



Each store or chain has their unique process for listing new items, placing orders and receiving deliveries.



Retailers differ in pricing strategy which is influenced by their costs, stores, services, marketing and target customers.



Many brand owners choose to work with full service distributors or sales brokers to facilitate new retail listings and manage accounts.



The communication process depends on retailer structure and may be direct with stores or for larger chains is with the corporate office.

Getting Started

Plan Ahead

Identify the retailers that align best with your brand, product category and target customers now and in the future.

Research Options

Learn about different retailers to understand their size, structure, operating regions and the type of customers that they serve.

Focus The Search

Check retailer websites for information about their new item listing process and if not available reach out to them directly.

Be Prepared

Design your product presentation and sell sheet to showcase your product but also be clear and informative.

Protect Your Business

Review all agreements carefully with attention to fees, policies, requirements and ask for clarity if needed.

Getting Started

These insights will help you prepare for meetings with potential retailer customers.

- Be clear on your value proposition. This includes your target consumer, product benefits and how your product is unique and/or better than the competition.
- Know the marketplace and analyze the competition across sales channels to become an expert on the options available to your consumer.
- Think like a retailer and help them see how your product fills a gap in their store's product offering.
- Be open to feedback as retailers have category expertise that can help your brand succeed.
- Be flexible with your communication and presentation approach to fit into different retailers processes.

Getting Started

These insights will help you prepare for meetings with potential retailer customers.

- Have a well designed sell sheet with a 1-2 page format that showcases your brand, founder story and key product information.
- Create a custom price, order and delivery information document applicable to each potential retailer account.
- Organize product samples to easily be reviewed in the meeting or at a later date. Use branded sample boxes or bags to keep printed information with products.
- Prepare market research related to market potential, consumer trends and any formalized consumer feedback you have on your product.
- Be transparent about your capabilities and ask questions about agreements, terminology, policies and fees.

Places To Look

click the links below



Small Business Support Organizations

[BDC](#)

[Startup Canada](#)

[Small Business BC](#)

[Business Link Alberta](#)

[Sask Startup Institute](#)

[Business Info Centre Winnipeg](#)

[Small Business Centres Ontario](#)

[Canada Economic Development for Quebec Regions](#)

[Atlantic Canada Opportunities Agency](#)

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