

Finding a Sales Broker

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



Things to Know



In the consumer goods industry sales brokers represent brand owners and connect them with retailers.



Brand owners hire brokers to generate new retail customers, negotiate agreements and streamline communication.



Brokers do not take ownership or possession of products but will help find storage and delivery solutions.



Brokers provide expertise and guidance on marketing and growth strategy.



Sales brokers specialize by region and product category to focus their portfolio and operations.



Brand owners need to partner with a broker that will support their brand image and goals.

Getting Started

Plan Ahead

Consider the commission fees vs. the value provided and when production capacity will match potential increased demand.

Research Options

Explore brokers with different category specializations, retailer accounts, operating areas and support levels.

Focus The Search

Look for brokers with portfolio alignment and who clearly demonstrate how they will support your brand growth goals.

Be Prepared

Have your product and sell sheet ready so that brokers can review against their own listing criteria.

Protect Your Business

Gather references from other brand owners and put a business contract in place that is reviewed by your legal advisors.

Questions to Ask

These questions will help you get started.
Continue to research to find the right match for your business.

- What services and business supports do they offer?
- Will they connect with storage, shipping, distributor or third party logistics (3PL) services?
- What geographical regions do they operate within?
- Which retailers do they currently have accounts with?
- Do they specialize in certain product categories?
- What are the sales commissions and other fees?
- Do they cover any retailer fees or charges?
- What is the process to be accepted to their portfolio?
- What policies do they have for brand owners to follow?
- What is in their typical contract and is it flexible?

Places To Look

click the links below



Consumer Goods Sales Brokers

[Acosta](#)

[Indigo Natural Products](#)

[Marsham](#)

[Concord National](#)

[M2 Brand Management](#)

[LeBeau Excel](#)

[International Pacific Sales](#)

[Brandseed Marketing](#)

[CybaStevens](#)

[West 10th Marketing](#)

[Best Brands Marketing](#)

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[Propel Natural Brands](#)

[Cornerstone Sales](#)

[Kraev Canada](#)

[Natural Lifestyle Brands](#)

[Marathon Marketing Services](#)

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Places To Look

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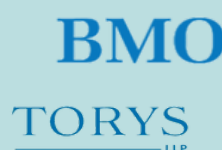
**These industry leads will help get you started.
Continue to research to find the right match for your business.**

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