

THE PERFECT PRODUCT PRESENTATION CHECKLIST

This checklist has been created by WrightObara to help you create a winning product presentation to sell in to retailers.

It is drawn from our extensive experience helping manufacturers such as LG, Pyrex and Lombard to create a detailed and engaging product pitch to get their products ranged in major retail stores.



PRESENTATION PREP

Before you start developing your presentation, it's important to understand your product offering so you can effectively communicate this to the retailer within your presentation.

DEVELOP BUYER PERSONA(S)

- Gender: Male or female
- Age group: 12-24, 25-32 etc.
- Income level: Below £20k per annum, £21-£30k per annum etc.
- Social grade e.g. A,B,C1
- Usage (if applicable): Business, leisure
- Purchase influencers: Online shopping, social media, friend recommendations etc.
- Attitude: What's their attitude towards your product? How do they consume it? For example: "I like to use my phone for taking high-quality videos at gigs so having a good camera with low-light recording is essential."
- Hobbies: What do they do for fun? Where do they socialise? For example, a person who's into extreme sports may want a phone with good image stabilisation so they can capture the action.
- Pain points: What are their problems? What issues do they need solving?
- Buying motivations: How does your product solve their issues? What's the benefit for your ideal buyer?
- Buying concerns: What could potentially stop them from buying the product? For example, price or durability.

PRESENTATION PREP

CREATE A PEN PORTRAIT OF YOUR BUYER PERSONA(S)

- A short description (200 words max) of how the buyer persona would describe themselves.
 - Incorporate all the key points from your buyer persona (age, hobbies and interests, family, purchase influencers, buying motivations etc.)
 - Adding an image of your buyer persona and giving them a name will engender more of an emotional connection with retailers.
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CREATE LIST OF YOUR PRODUCT'S FEATURES AND BENEFITS

- Consider the top three that appeal to your buyer persona.
 - How will they improve your buyer persona's lifestyle?
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DEVELOP YOUR RRP

- Setting your RRP should be done in conjunction with Accounting and Sales.
 - What is the general market condition and industry health?
 - Does your pricing reflect the quality of your product?
 - Is there a high demand for your product with little competition or are you in a saturated market?
 - What are your competitors' prices?
 - Can your USP justify a higher price?
 - Can your buyer personas afford it?
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CONDUCT AND ANALYSE YOUR RESEARCH

MARKET RESEARCH

- What are the market conditions?
 - Do you have information about your competitors such as a SWOT analysis?
 - Any surveys, focus groups or interviews?
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PREPARE ANSWERS FOR RETAILER'S QUESTIONS

- What are your sales projections?
 - Any case studies to prove your ROS (Rate of Sales)?
 - Are you going to offer large order discount incentives to the retailer?
 - Who are your competitors and what are their weaknesses?
 - What's your allocated marketing spend to support the product?
 - Do you hold patents for your product?
 - POS material availability?
 - Minimum order requirements?
 - How do you ship?
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UNIQUE SELLING PROPOSITION

- How do you differ to your competitors?
 - Are any of their weaknesses your strength?
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CREATE YOUR STORY

At this point, you are writing out the structure of your presentation. The structure should resemble an emotionally engaging story – science shows we make decisions based on emotion first, then rationalise them later with logic.

SET THE SCENE

- Explain market conditions
 - Introduce buyer persona
 - Highlight buyer persona's dilemma
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THE MAIN ACT

- Introduce product
 - Highlight USP
 - Explain features and benefits
 - Offer buyer's dilemma resolution
 - Marketing support information
 - Pricing and retailer questions
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THE ENCORE

- Recap over key points
 - Call to action
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DESIGN YOUR PRESENTATION

Now it's time to go ahead and build your presentation. Here are all the important elements you need to consider to make your presentation both aesthetically pleasing and emotionally engaging.

A COHESIVE POWERPOINT TEMPLATE THAT KEEPS YOUR PRESENTATION ON-BRAND

- Define a colour palette that complements your brand.
 - Choose brand appropriate fonts:
 - Serif fonts tend to be formal and established.
 - San-serif fonts are clean and modern.
 - Include all slide furniture (logos etc). Your logo should appear larger on your main title slide and your end thank-you slide.
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SLIDES

- Say it with a sentence.
 - Kill bullet points where possible.
 - Text clearly visible from a distance? Think about the space you're conducting presentation in (small room or large auditorium).
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IMAGES

- Images convey meaning?
 - Represent the brand?
 - High quality?
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DESIGN YOUR PRESENTATION

INFOGRAPHICS AND ICONS TO REPRESENT DATA

PRODUCT VIDEO HIGHLIGHTING FEATURES AND BENEFITS

INTRODUCTORY VIDEO

- A useful tip is to start your presentation with a video. This gives people time to settle down and start to concentrate on your presentation. We often refer to this video as a 'bum settler' for obvious reasons!
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BUYER PERSONA POCKET PORTRAIT

INVOLVE AUDIENCE

- Can you make your presentation interactive?
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DUMMY CAMPAIGN

Create a dummy marketing campaign to capture the retailer's imagination. Give them an idea of how you will market your product and clearly communicate the product's features and benefits.

MESSAGING

- What message are you trying to convey?
 - Create clear and concise copy to support that. No more than three messages otherwise it will overload the retailer.
 - Include descriptive adjectives that trigger emotion.
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THEME

- Is there an overarching theme running through your campaign that ties it all together?
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HIGH-QUALITY PRODUCT IMAGES

- Take high-res images of your product to use in your presentation.
 - Consider both product images and lifestyle images.
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MOCK-UPS OF BROCHURES, FLYERS, POSTERS

- Must clearly explain features and benefits in a simple and exciting fashion.
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DUMMY CAMPAIGN

POS DISPLAY MOCK-UPS

- Display stands
 - Posters
 - Shelf-edging
 - End caps
 - Dummy boxes
 - Floor vinyl graphics
 - Mobiles
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PACKAGING MOCK-UPS

- Your packaging needs to reflect your overall branding.
 - Consider colours, shape, material, fonts and messaging.
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PRODUCT VIDEOS

- Increase your chance of sell-in to retailers with a short, creative video highlighting the features and benefits and showcasing your design.

SUPPORTING MARKETING MATERIALS

Your marketing materials aren't solely consigned to the presentation itself. Consider the following to boost your chances of sell-in success.

LEAVE-BEHINDS AND GIVEAWAYS

- Product brochure, either printed or on a branded USB stick.
 - Line sheet to be passed out (include prices, delivery dates, minimum order, contact info etc.).
 - Printed version of presentation with detailed explanation.
 - Prototype / samples.
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SALES AIDS

- Branded pull-ups
 - Stands
 - Product videos explaining features and benefits
 - Introductory video highlighting buyer persona dilemma
 - Props
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CABLES / CONNECTORS

- Check presentation space has correct connectors to use on screen.
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SUPPORTING MARKETING MATERIALS

SPEAKERS

- Take a pair just in case audio does not work.
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ORDER FORM / DIGITAL ORDERING SYSTEM

PRESENTATION ON USB MEMORY STICK

- In case of any technical hitches with laptop.

FANCY A CHAT?

Do you have any checklist items uncovered? We're happy to help you create a winning sell-in presentation. Contact us now for free advice from one of our experts.

No pressure. No obligations. No hassle.

Call us on 020 70 60 2711, or email info@wrightobara.com