WRIGHTOBARA

BUYER-READY SELL-IN: MAKE IT EASY TO SAY YES

Opening and mindset

If you've been following our New Product Marketing Guide, you should be in a strong position to sell into retail. If not, we'll assume your product is market-ready and you've got the basics in place: packaging, imagery, key messages, and a clear reason to buy.

Buyer meetings can feel strange. You've put months into a product, you finally get a slot, the conversation is positive… and then it goes quiet.

That usually isn't personal. It's pressure. Buyers have more categories, less time, and plenty of risk to manage. Even if they like what you're offering, they still need to be sure it will sell, that the numbers make sense, and that you can deliver without headaches. A buyer doesn't just need logic. They need confidence: that the range will look right on shelf, feel credible for their customer, and be easy for staff to sell.

This checklist is here to help. Not to decorate your presentation, but to make your sell-in clearer, more convincing and easier for a buyer to back internally. It helps you lead with your strongest products, answer the questions buyers are already thinking, and leave the room with the next step agreed.

Because "great meeting" is nice. A decision is better.

What this checklist helps you deliver

A pitch that is:

- **Clear:** What it is, who it's for, why it's different
- **Commercial:** How it makes money (not just why it's interesting)
- **Low-friction:** Easy to list, easy to supply, easy to sell
- **Sell-through focused:** What happens after the listing

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Book a discovery call today

Before you build the presentation, do the homework

A buyer meeting starts before you walk in the room

Many pitches stumble because brands spend days on slides, and minutes on the retailer.

Retailer homework

- [ ] Visit a store (or at minimum review their online category). What do they already stock? What's missing? What feels overly similar, confusing, or tired?
- [ ] Identify the retailer's likely customer for this category: price point, shopper mission, seasonal behaviours.
- [ ] Read recent updates about their strategy: range changes, priorities, operational shifts.
- [ ] Look up the buyer's remit. What sits alongside your category? That tells you how much time and headspace they realistically have.
- [ ] Understand the "rules of the house": minimum order, case sizes, lead times, returns, compliance expectations, sustainability requirements.
- [ ] Confirm meeting format: full pitch, or short introductory slot. If it's short, your goal is to **earn the second meeting**, not cover everything.

Your prep

- [ ] Bring samples if you can. If you can't, bring the best possible stand-in: clear visuals, a simple demo, packaging mock-ups.
- [ ] Decide your **hero SKUs**: the few products most likely to win the listing.
- [ ] Prepare a one-page leave-behind pack (see Page 4).
- [ ] Decide what success looks like at the end of the meeting: pilot? trial? onboarding steps? a call with the category team?

A simple truth: If you haven't done the homework, you force the buyer to do it for you. That is rarely a winning strategy.

Your proposition (not your catalogue)

The Four "Whys" that create confidence

Buyers don't need a full tour of your range. They need a clear proposition that reduces uncertainty.

Use the Four Whys to structure your pitch.

Why this product?

- What problem does it solve, who is it for?
- What is the clearest customer benefit? (in one sentence)
- What evidence do you have that it can sell? (e.g.D2C performance, other retailers, trials, repeat purchase, reviews, rate of sale indicators)

Why you?

- Why are you a safe bet: Reliability, capacity, lead times, quality control, customer service.
- What makes you credible in this category (not just enthusiastic)?

Why now?

- What has changed in the market that makes this relevant now?
- What gap does it fill, or what shift does it ride without being a fad?

Why this retailer?

- Why is this right for their customer?
- Where does it fit in their range today (and what does it add rather than replace)?
- Why will this feel right in their retail environment, not just on their spreadsheet?
- How does it help their business: sales, margin, range clarity, customer experience?

Curate your range

Don't start with everything you sell. Start with the small number of SKUs most likely to win. If the buyer is interested, you can expand later.

Incremental, not substitutional

Be ready to explain how you grow the category or bring a new shopper mission, rather than simply replacing a similar product.

The meeting flow

A pitch is a sequence, not a presentation. Whether you have 15 minutes or 45, use this order to keep the buyer with you.

1: Make a connection (briefly)
Show you've taken an interest in their business. Keep it human, not over-familiar.

2: Tell one clear story
What is it, who is it for, what does it solve, why does it matter?

3: Introduce your hero SKUs
Lead with the few products you want them to list first, and why.

4: Demonstrate category confidence
Not a lecture. Just enough to show you understand the space: price architecture, key competitors, customer missions.

5: The commercial case

- Target RRP vs trade price and expected margin (be clear).
- What sales could look like, and why you believe that (evidence, not optimism).
- Any planned promotional activity, and what you need from the retailer to make it work.

6: Make it easy to buy from you

- Lead times, MOQs, case sizes, ordering method, onboarding readiness.
- Practical realities: Payment terms, supply resilience, account support.

7: Leave time for questions and next steps
Questions aren't awkward. They're where decisions get made.

The leave-behind pack (checklist)

Bring a simple printed or PDF pack you can email straight after:

- [ ] 1-page range overview (hero SKUs first)
- [ ] Proof: short case story, reviews, trial results, performance elsewhere
- [ ] Pricing summary: RRP, trade, margin logic
- [ ] Sell-through plan: the first 90 days (POS, demo, training, content, promos)
- [ ] Supply basics: MOQ, lead times, case sizes, delivery terms
- [ ] Contact details, and who does what on your side

The “nuts and bolts” (and how to close)

Be ready for the questions that stall listings. If you can answer these cleanly, you remove friction.

Commercial

- What margin does the retailer make at standard pricing?
- What is your best estimate of rate of sale, and why?
- What discounts, launch support, or promotions can you offer, and under what conditions?
- Who are the closest competitors, and what is meaningfully different about yours?

Operational

- Minimum order requirements, case sizes, palletisation.
- Lead times, supply capacity, ability to handle demand spikes.
- Ordering process (portal/EDI/email), delivery terms, returns/damages process.
- Can you support longer payment terms if required?

Product, compliance, claims

- Any IP, patents, or defensible innovation (if relevant).
- Safety/compliance requirements for the category.
- Claims: Can you substantiate what you’re saying, especially around performance and sustainability?

Sustainability and ESG (keep it factual)

- Packaging format and materials, any plastic reduction plans.
- Retailer-specific requirements you can ameet.
- Evidence you can share (rather than big statements).

Finish the meeting properly (this is where silence often starts)

Before you leave:

- **Capture actions** (write them down)
- **Summarise out loud** what you believe the next steps are
- Ask: **“What would need to be true for this to be a yes?”**
- If it’s a “not now”, ask what would make it a yes next time (timing, proof, changes)

Pro tip: If possible, take two people. One leads, one listens and captures decisions and objections. It’s easy to miss the real concern when you’re mid-pitch.

We wish you the best of luck in your next buyer meeting. If you found this checklist useful, tell us how you got on. And if you want a second pair of eyes on your pitch and leave-behind pack before you walk into the room, we’re always happy to help.

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