



**BE YOUR
RETAIL
BUYER'S
HERO**

Jekyll+Hyde
LABS

As we all know, with consolidations, there are fewer and fewer retail buyers for us to call on. This makes every buyer meeting that much more important. Often, this single buyer at a retailer can have the “make it or break it” power over your brand.

Due to the stress and slow pacing of the process, many CPG brands develop an adversarial relationship with the buyer, sometimes to the point where they think the buyer is holding a personal grudge against them. This is a mistake!

Our focus needs to be on becoming the...



**BUYER'S
HERO**

THE BUYER'S JOB

First let's talk about the buyer's job. This tends to be a high-pressure position. Buyers tend to place their focus squarely on their performance, and understandably so. Often, their bonus (or even their job) is dependent on getting it right.



How many other brands?

Understand that you are not the only brand they are dealing with. Your buyer could be dealing with anywhere from 20 to over 100 vendors, each one of them vying for attention and shelf space.

Are there shelf space constraints?

Your buyer is likely under pressure to use less shelf space. The goal of the retailer is to maximize the number of dollars that a category can do in sales with the least amount of shelf space. Your buyer is encouraged, and at times pressured, to reduce his or her in-store footprint. This is part of SKU rationalization, and it continues to place pressure on both brands and retail buyers alike.

Are they new?

Your buyer may be brand new to this category. Many major retailers rotate buyers on a fairly regular basis, so the buyer you are meeting with may not have any experience with your product or category.

HOW TO BE THEIR HERO

Respect their time, send them relevant information that can impact their business, but don't inundate them with information overload.

Be prepared.



You need to know not just your business; you need to know *their* business. What are the store's overall initiatives? How is the category doing? Is it up or down compared their peers? Are there competing products on the shelf that are doing poorly and could be cut in place of yours?

What intel do you have on your competitors? Are there any manufacturing issues? Do they have too many consumer complaints? Are there open trade or legal suits?

Ask the buyer what they need.



Ask the buyer what they need. Listen to them, uncover what issues they have and figure out how to provide a solution. Ask them what sales goals or piece-per-week-per-store would make them happy. This is your chance to make them look good.

HOW TO BE THEIR HERO

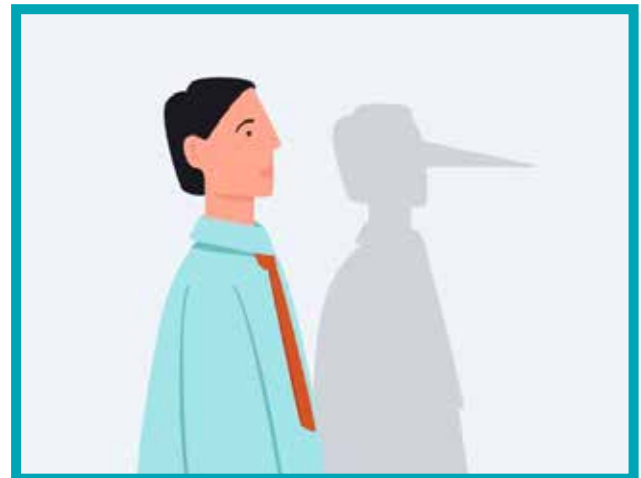
Make it easy for them to say, “Yes”.

Show them, with clear proof, how your brand will expand or increase revenue for the category. Present the buyer with an easy-to-understand advertising plan, make it simple enough that they have the ability reexplain it to their boss. Present such a compelling offer that their boss would also say “yes” to you.



Do what you say.

Buyers are used to being lied to. So many brands promise to do all kinds of grandiose advertising, only to do little or nothing once they get on the shelf. Do not go in and promise an advertising campaign if you do not intend to follow through. Buyers have access to Kantar Reports. Similar to IRI or Nielsen, Kantar lets the buyer know what you really spent/the dollar value of what you spent in advertising.



Just as you can't fake sales, you can't fake advertising spend either. Even if your sales are not what you hoped for, your credibility is still intact and your chance of continuing a relationship with the buyer is much higher.

HOW TO BE THEIR HERO

Buyers are human.



Remember that buyers are human too, and are consumers themselves. So, great packaging, strong advertising messages and compelling stories and offers work on them just like they do on your end user.

While sales are ultimately what really matter, there are other things you can do to tilt the scale in your favor if they aren't where you need them to be: Build rapport, find common ground, look for honest opportunities to relate to them, and for places that you can add value to their life.

Just like with any human relationship, if we like someone, we're more likely to buy from them.





At Jekyll + Hyde Labs, we live and breathe consumer packaged goods.



No advertising agency in America has the depth of knowledge or the connections within the industry that we do. We love entrepreneurs and want to help every brand succeed.

If you think you could benefit from learning more about us and what we can do for you, please reach out.

JandHLabs.com - 800.500.4210

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The CPG Insiders Podcast brings the insights and expertise that Jekyll + Hyde has gained and leveraged across more than two decades in the advertising business, becoming the top agency in the country for CPG challenger brands. The show offers useful perspectives on creative and media strategies, product packaging, retailer needs, trends, traps to avoid and more about what it truly takes to succeed at retail.



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