

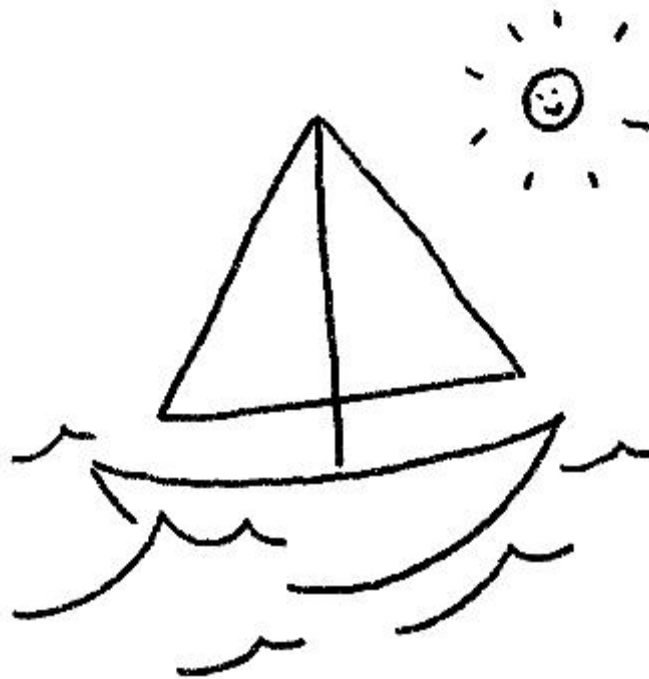
Approaching a Retailer to Sell Your Goods

+





Check yourself before you wreck yourself



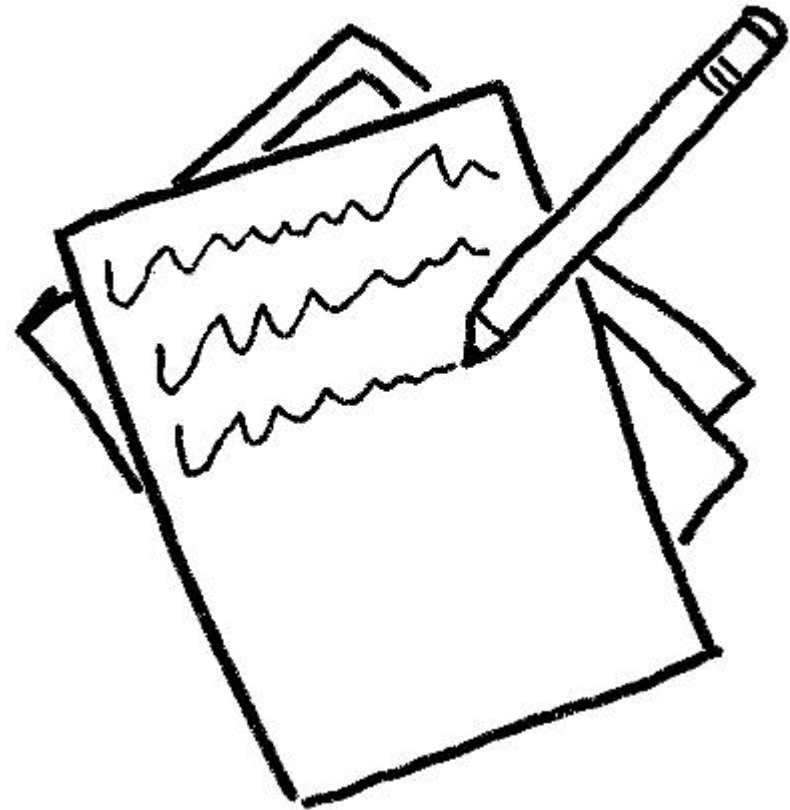
branding

This is your chance to show your story! Make sure it's clean and eye-catching.



Branding: Where to start

- Write a mission statement/bio.
- Design a simple and well thought-out packaging. You want something that shows off your product and doesn't detract.



Branding: Logo

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Branding: Product photos



Branding: Story/bio



In 2013, Cold Gold was born from a love of materials.

I began Cold Gold in 2013, primarily based on my love for materials. Ever since I was young, I've collected small bits of fabric, wood, stone, paper — anything that seemed small and precious. I would save them for no purpose other than to find them again. Although I've always been a collector, over the last few years I've honed my skill for a better purpose: function.

My work is easy to wear every day, without being forgettable. While chic simplicity is difficult to design, I believe it is my knack for material choices and combinations that sets me apart. I'm always looking for a way to inspire in others the same level of excitement I had as a kid when I would come across something small, beautiful, and unique.

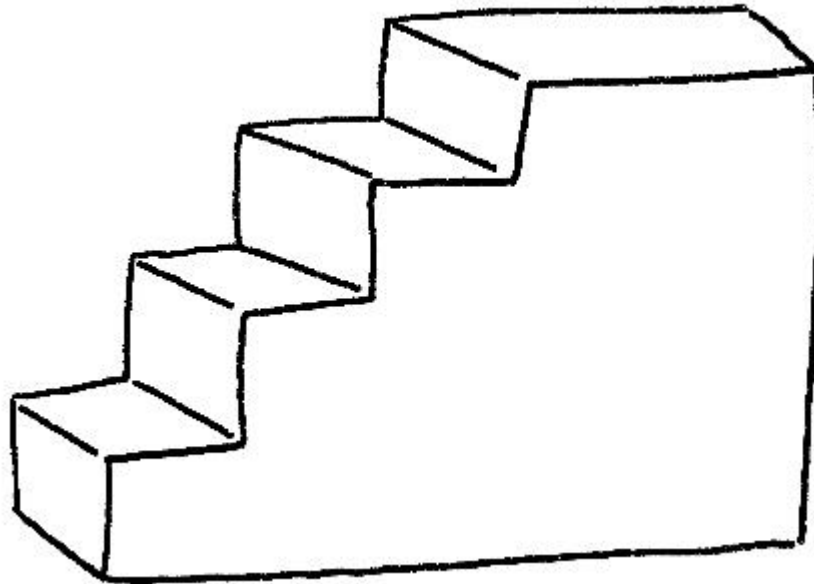
While I use clean lines and straightforward geometry to recall a "classic" design aesthetic, I draw upon a variety of disparate influences to create each design. Whether it's the exactness of mid century modern furniture, my personal nostalgia for 90s Claire's earring sets, 60s "space-age" imagery, or the sleek, purposeful design of a pocketknife— I try to distill all of these inspirations into small, beautifully functional accents for every day wear.

Branding: Internet stuff

- Wordpress
- Shopify
- Squarespace
- Wix
- Etsy
- Instagram
- Business email address! (Gmail is wonderful)



Next Steps + Terms



Buyer

The person that does the purchasing and makes the decisions for the retailer.

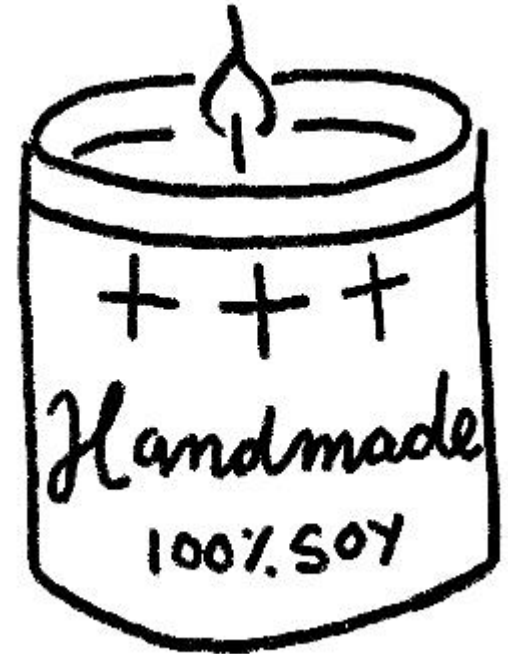


Wholesale

Selling goods to be retailed by others.

Wholesale pricing is customarily 50% of the retail price.

Ex. If I sold a candle for \$16, I would need to wholesale it to a retailer for \$8. This is a good thing to keep in mind when you're pricing your products so that you make sure that you will still turn a profit once you enter the wholesale world.



Consignment

You are paid once the store sells the product.

If you're just starting out, sometimes telling a store that you will sell your product on consignment, can be appealing. This way the store can test your product and isn't out any money

50-50% to 65-35% is a customary consignment percentage range. All stores vary!



Zipcode protection

Fancy term for “Don’t sell your product two storefronts down from another store that also sells your product.” Because it makes us cranky and jealous 😊



Net 30 or net 60

The retailer doesn't have to pay you for 30 or 60 days.

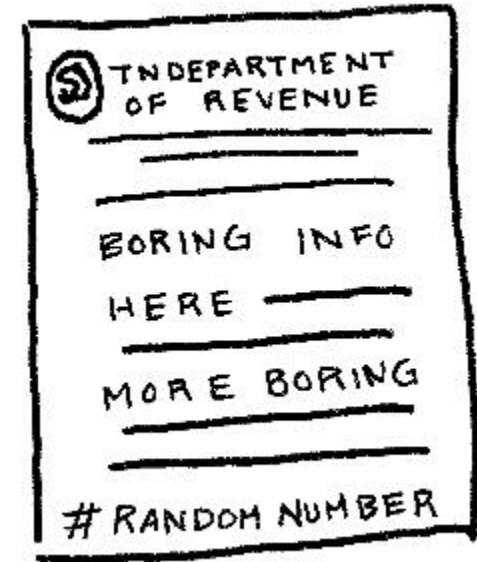


Certificate of resale

You MUST be a registered business to wholesale. Registration is not expensive or difficult, I promise!

You will want to have on file the the retailers “Certificate of Resale” or sometimes also called “Blanket Certificate of Resale”.

This allows you to not charge the retailer sales tax. Remember that sales tax is only charged **once** and it’s the last person that buys it.



Invoicing – get paid, yo!

Paypal or use your bookkeeping software if you have one (I use Xero.)

You are responsible for payment processing fees, the retailer is not. But don't worry, they are minimal!



Linesheet

Similar to a catalog! It's a way for potential buyers to quickly see your line of product along with pricing, size, and any other necessary info to inform their purchase.

Types of linesheets:

- Physical copies that you mail
- PDF document
- Website



Info on Linesheet

- Company Name + Info (Always fun to include a bio/photo of you in the front!)
- Product Photos
- Dimensions/Size
- Wholesale Price + Suggested Retail Price
- Product Title
- Minimum first order + minimum reorder

Pricing

- Research other brands that are selling similar things to yours. Make sure your is competitive, but not too cheap. Making your product too cheap weakens the perceived value of your product.
- Make sure that your cost of goods is covered and that you're turning a profit.

$(\text{Cost of goods} + \text{Your Time} + \text{Profit}) \times 2 = \text{Suggested Retail Price}$



Newsletters



Samples

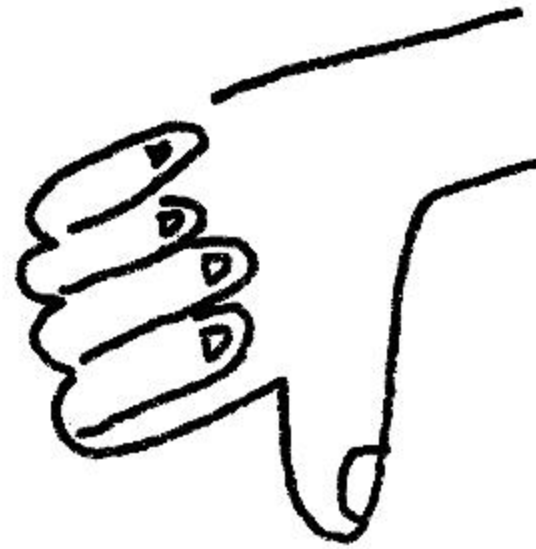
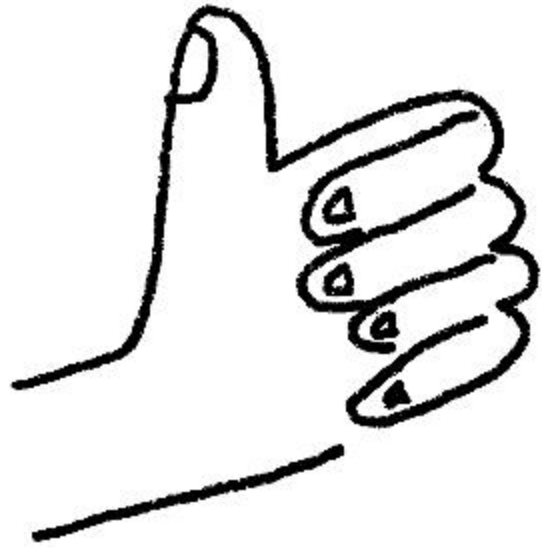
- If you sell food, candles, perfume...anything that is used or consumed consider offering to send the store samples.
- Don't send anything you want to be returned to you 😊



Other Selling Routes

- Faire (application process)
 - Offers net 60 to retail stores
 - 25% commission
 - You're not liable for returns
- Etsy (no application process)
 - Doesn't offer wholesale services, but a lot of times retailers will use it as a search engine to find new potential brands.

Do's and Don't of Interacting with stores:



1.

Be an active face in your community.

2.

It's not a good idea to drop in a store with your product without contacting them first.

3.

If you live in the city where the store is located in there is NO excuse to not visit the store before you email/submit your work. Put in the effort; Know them, know their story 😊

4.

Make sure that your work is a good fit for the store – and be honest with yourself.

Good Questions to ask yourself:

- Do they already have tons of product that's similar to your line?
- Do you feel that your product would fill a void in their store?
- Visualize their customer - would the same customer buy your product?

5.

Make the stores time your priority.

6.

Have some sort of social media presence - A website/Etsy helps as well!
If you're just starting out and do not have a linesheet yet, this is a great way to professionally show a store your product.

Reasons Rala won't sell a product:

- Poor branding
- Not researching our product criteria beforehand
- Not in line with our store aesthetic
- We've previously tried to sell similar products and it didn't move
- Sometimes we just don't have the space or we are filtering other kinds of products in at the moment.



Rejection is going to happen.
It happens to **everyone**.



Get rejected? Ask for feedback!

Just do it!



Other helpful resources!

- Wholesale in a Box
- Podcast: Creative Peptalk
- Reallygoodemails.com
- Small Business Development Center
- The Maker City



Any questions?



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