

THE PROPER PITCH

How to Sell in a Reset & Make it Stick



MAKE SURE THE RESET BENEFITS THE RETAILER MORE THAN YOU

- Does the set improve the retailers business?
- Do proposed new items make sense?
- Are the discontinued items slow movers?
- Do high volume SKU's have appropriate space?
- Always review the reset w/ the space planning specialist in detail to make sure it benefits the retailer.
- If you do what is right for the retailer you will earn their trust and loyalty.

STUDY THE RESET & KNOW WHAT YOU ARE UP AGAINST

- Know the potential concerns the retailer might have in advance.
- Be prepared to answer questions about those concerns.
- Be prepared to convince your retailer the proposal is in the best interest of their business.

SPEND TIME REVIEWING THE RESET PROPOSAL W/ THE RETAILER

- Make sure the retailer has time to discuss the reset.
- Make sure they are in a good mood and aren't rushed.
- Don't skip over any details regarding the set.
- Review every change that was made and your reasoning why.
- Discuss NEW ITEMS/ DISCONTINUED ITEMS.

GET THE RETAILER IN FRONT OF THE COOLER

- Let your retailer see things first hand.
- Show the retailer what changes you want to make, but more importantly how it will benefit their business.
- Point out items and organizational problems negatively affecting the current schematic.
- Discuss the benefits of a TUF set.
- Don't do all of the talking! Listen to the retailer!
- Let them point out issues they have with the set.
- Don't rush it. Get them in the mind of a "shopper".
- Respect their opinions. It's their store and not yours.

DISCUSS POTENTIAL CHANGES TO THE RESET

- Cater to what they want.
- Don't be stubborn! Make the changes they want to make after you've proposed your ideas.
- If your retailer isn't satisfied the reset will not be maintained.
- Always make sure the retailer is 100% on board otherwise your competition will be able to counteract.
- **CLOSE THE SALE!!!**

DISCUSS THE ACTUAL RESET PROCESS

- Pick a good time & date.
- Avoid days the competition does not sell or deliver.
- Review plans for getting rid of discontinued products.

DO NOT LET THE SET LINGER!

- Once you book a set get it done!
- The longer it lingers the more things change from the original schematic pictures were based off.
- When set members show up they have multiple changes to make and other products to find space for.
- If the set lingers, take new pictures and show the space planning specialist so they can make adjustments beforehand.

WHY IS IT IMPORTANT TO SELL A RESET IN THE RIGHT WAY?

- The retailer will be pleased
- There won't be any negative surprises (i.e. competition losing space, SKU's, disco items, etc.)
- Less changes will occur during the reset (won't take as long)
- Retailer will be on board and won't allow competition to make changes
- IT WILL STICK!

COMMON RESET REBUTTLES

- I don't want to upset anyone.
- I'm fine with the way the schematic looks.
- I'll lose my regulars if they can't find their beer.
- I don't care if the reset is organized because consumers know where to find their beer.
- There are too many new items.
- You can only take products out of your own space.
- You just want to hurt your competition.
- This is my store and I'll do what I want.
- Your competition doesn't have any new items.
- I prefer your competition as my reset captain.