



# What's Your Pitch?

You are a storyteller.

**How will you use the most important 10 minutes of your business to sell your product?** A short sales pitch is not only applicable at GMDC conferences, but virtually anywhere.

*A good sales pitch — a winning one — is like a consultation, a collaborative conversation, a facilitated dialogue.*

**GMDC knows that, and we think our members should too.**



# Simple.

## 10 points to cover in 10 minutes.

### Introductions

Set the tone of your meeting, or rather, the tone of your story. You only have seven seconds to make a first impression. What will yours be?

*“When we identify a new prospect we know we will be meeting for the first time, we study them. We make sure we understand their specific business, anticipate their business needs, and most importantly - understand how we can best partner together to provide them with solutions to their unique needs.”*

*Jamie Davis,  
True Fabrications*

Display *confidence and enthusiasm* when introducing yourself, your company and your product. Maintain a firm handshake and keep eye contact. Thank the retailer for meeting with you. *Now, move on!*

**IMPORTANT:** This is not the time to begin finding out about the retailer. Your research has to be done prior to your meeting; otherwise, you waste valuable time. Use the myGMDC member-only website to retrieve all the information you need about the member.



### About Your Company

Now begins your story. Who are you and why does it matter? Grab the retailer’s attention by stating a recent major accomplishment or stat that has built your success. Try filling in the blanks to this statement and relaying it to the retailer...**“Our company is the ONLY \_\_\_\_\_ that \_\_\_\_\_.”**



### About Your Product

How did the idea for your product come about? What needs do you fill for both the retailer and consumer? Bring samples or other visuals with you! You may be a great storyteller but nothing beats visuals, or better yet, tangibles. Check out these photos from previous CCC meetings as examples. [Click here...](#)

### The SELL

This is where your research comes most into play. Not only will you need to answer the question of what makes your product unique but also, how does your product meet the financial and strategic vision of the retailer? Think about it this way; everyone is looking for a solution, to include the retailer, the consumer and you. How does your product become everyone’s solution? Find your product’s POS performance by using the GMDC/Nielsen GM Hierarchy or IRI Data here... [GM Hierarchy](#) [IRI Category Sales](#)

### TIP #1

**The best story wins.** Research shows that a product’s value rises by 2,706% if you attach a story to it... need we say more?

### TIP #2

**Don’t be a know-it-all.** You know your product best, but you don’t know the retailer’s business as well as he or she does. Be passionate, but also genuine and likable.

### TIP #3

**Talk LOUD!** The CCC floor is packed, and everyone is trying to get their story heard. Make sure the retailer doesn’t have to strain to hear yours.



## TIP #4

### Listen without an agenda.

Separate yourself from your own agenda and focus on the wants and needs of the retailer. Allow for open air time, sincerely listen, and then answer how your product best aligns with his or her priorities.

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## TIP #5

### Have realistic expectations.

You may walk away from CCCs with zero orders, but that doesn't mean you were unsuccessful. The majority of your success will depend on the quality and timeliness of your follow-up!

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## The Support

What does your product look like on the shelf? How do you build brand equity and drive consumers to the store? Your product has a marketing plan...right? **Provide examples!** Educate yourself prior to the conference on how retailers are merchandising aisles where your product would be displayed by accessing RNG Virtual Store Tours. [Click here...](#)



## Packaging / Labeling

Did you address your product's key consumer when creating the look and feel for your product? If millennial's are your target market, are you aware that they are the most prolific readers on the planet? Additionally, what your product is made of matters to consumers more than ever before. Watch the GMDC\*Connect Videocast "Generational Distinctions" to find out more about key consumers by generation. [Click here...](#)



## Distribution / Availability

State your options. Can you serve both regional and national banners? Get to know what the retailer's needs are for order processing. Do your logistics align to meet the needs of direct-to-store or DC fulfillment?

## Perceived Value

What is your MSRP? What margins do you offer? How does the value proposition of your product capture the consumer's life cycle? To create thrust during market entry requires proper competitive analysis.

## The "ASK" Part 1

It's time to ask the, "What do you think?" question and then sit back and listen. How you receive feedback will create a "do" or "die" situation. Be tactful and professional. If the buyer does not give you positive indications, then request feedback about areas within your pitch.

*"I always have ranking info, pricing, product specs, success stories, ad examples, and more on hand out if need be – try to speak to their needs and goals, while showing where you could help them reach some of those goals in our category."*

*Karen Page  
Olbas Herbal Remedies*

## TIP #6

**Be flexible and ready to improvise.** You can't plan for every question. In the moments you're thrown a curveball of a question, do your best to remain calm and answer truthfully. There is also nothing wrong with saying, "I'll get back to you right away," if you do not have the requested information on hand.

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## The "ASK" Part 2

Ask what the best way to follow-up is. Does he or she need additional information in order to get to a decision? If so, respond promptly and accurately following your meeting. Use the myGMDC Member Directory to find contact information. [Click here...](#) 

*"Of all the trade events we participate in, we believe GMDC gives us the highest return on our investment."*

*Jim Wonderly  
VP Grocery Non-Foods/GM  
Ahold USA*

# That's it.

Congratulations. Now, it's game on. It's no easy feat to get in front of a potential customer, **but that's the unique benefit of GMDC.** Make the most of the seeds you've planted. Every meeting must end with a call-to-action. ***So get ready to follow-up.***

Need Help?

**719.576.4260**

or email: [info@gmdc.org](mailto:info@gmdc.org)

[www.gmdc.org](http://www.gmdc.org)

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