BEFORE YOU CAN SELL

WHAT YOU NEED TO HAVE IN PLACE

FASHION BRAIN ACADEMY

CHECKLIST: WHAT YOU NEED BEFORE YOU APPROACH RETAIL BUYERS

FASHION BRAIN ACADEMY

Checklist: Are You Ready to Sell to Retailers?

What you need to have in place BEFORE you approach a retail buyer

- ☐ A website that looks professional
- ☐ A finished sample line with style numbers, etc.
- ☐ Accurate costing and pricing of your product
- ☐ Production in place to manufacture your product
- ☐ Professional photo shoot
- ☐ Look book or simple photo packet
- ☐ Line sheets by delivery date
- ☐ An Order Form customized for your brand
- ☐ Clear terms, deliveries, minimum orders
- ☐ A way to accept payments
- ☐ A strategy for marketing your product

ANTOINE DE PRUNTEAU
BOY SCOUTS OF AMERICA

justMusic

TAGLINE WILL GO HERE

We're Coming **Very Soon.** Subscribe to our updates till then.

Enter Your Email Address

Go!

BE READY, WE ARE LAUNCHING SOON.
CREATIVE
28
DAYS
18
HOURS
55
MINUTES
46
SECONDS

google it up

“simple coming soon websites”

MC
MR
M-
M+
%
OFF
7
8
9
÷
CE
4
5
6
×
1
2
3
−
ONC
0
.
=
+

ALSO...

SPEED LIMIT 25
SPEED CHECKED BY RADAR
DO NOT ENTER
ONE WAY
FASHION AVE.
7 AVE.
FIT

- Think of it as a test
- A short-term experiment
- A contest with yourself

IF THIS IS YOUR **FIRST** SEASON

- The purpose of your first season = TEST!
- Prove your product has “legs”
- Get as much feedback as possible
- LISTEN to what people say and more importantly, what they spend money on
- This is truly your research phase
- Don’t expect to make money on your first season
- Gather information to improve the product
- Set the stage for growth and profitability

B to B vs. B to C SELLING

Buyers

- Do not care about your line philosophy or inspiration
- Does it fit into their store?
- Who do you hang with?
- Not always important if buyer likes it – just if she feels she can sell it
- Will it make them money?
- Want lines that ship, fit well, are organized, do what they promise, not flakes

Consumers

- Care about your story and line philosophy
- How product fits their lifestyle
- Will I feel good in this? More confident? Beautiful? Fat?
- Branding
- Mindful shopping – what is your appeal?
- Your process

VISA
MasterCard

GETTING PAID

- PayPal is OK for online B to C, not used for B to B
- Selling to boutiques = get their credit card
- Confirm the day before you are ready to ship, charge their card, then ship
- Do not ship the goods until payment goes through
- When a boutique asks for Net 30 – Jane’s suggestions
- Asking for deposits
- Order discounts

worksheets and slides

IMPERFECT ACTION