PART 1
FIVE STEPS TO APPROACHING RETAILERS

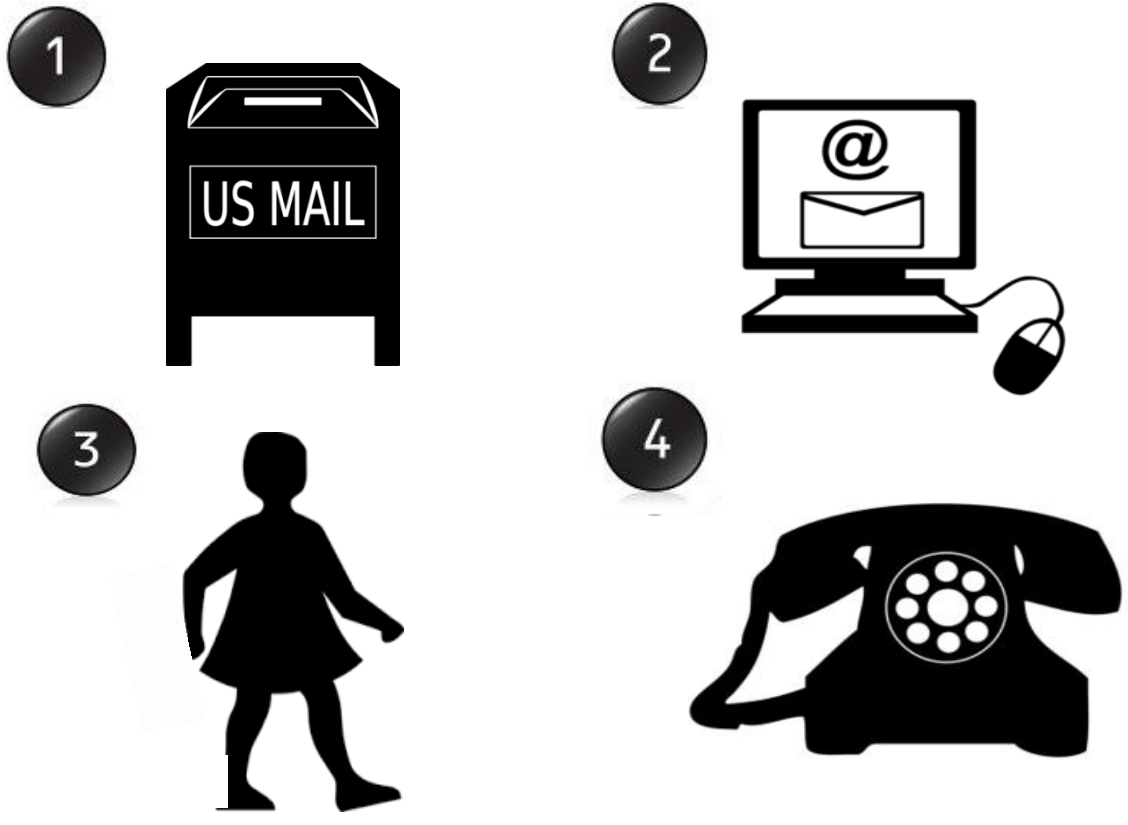
FASHION BRAIN ACADEMY

SELLING TO BOUTIQUES

- The proper way to approach a store
- The 5 pronged approach (details on 1 and 2)
- Send something in the mail
- Send an email
- Email pitch templates

SELLING WHOLESALE

You will use multiple channels



SELLING WHOLESALE

1 > 2 > 3 > 4

Send something in the mail

Send an email

Call on the phone

Stop by the store *(whenever possible)*

PICK YOUR TOP 10 TARGET STORES

It’s time to commit to a SPECIFIC plan for each one that you can implement right away

Fashion Brain Academy

TOP 10 STORES YOU WILL APPROACH

Store Name	Name and Email	Address	Plan

WHAT GOES IN THE MAIL

- Postcard
- Oversized postcard
- 3 fold
- Letter and photo
- Bright envelope
- Hand write something – the personal touch
- Could be line sheets *but…*
- You DO NOT need to send a whole lookbook or catalog at first

1 SEND SOMETHING IN THE MAIL

Image from thedesignark.com

Found on designspiration.net

SEND SOMETHING IN THE MAIL

COMPANY NAME

COMPANY NAME

COMPANY INFO

HAND WRITE SOMETHING ON EACH PIECE YOU MAIL OUT – MAKE THE EFFORT

set yourself apart from the competition

be different
have a sense of humor
embrace your weird

Neiman Marcus

PLAN YOUR SELLING STRATEGY

2 Send an email

BUYERS GET TONS OF EMAILS

2 Sending emails

- It’s OK to do something outrageous that gets you noticed
- Do the OPPOSITE of your competitors
- Focus on benefits of buying your line, not just product features
- WIFM – what’s in it for me?
- Always look at it from the buyer’s point of view

A GOOD SALES EMAIL FOR A BUYER

Includes

- 1 or 2 photos IN THE EMAIL – also attached
- Attach line sheet
- Intro
- Pricepoint
- Contact info
- Links to website, line sheet, lookbook, order form
- An offer, incentive, time limit or limited quantity on your special offer
- Order instructions
- Info re: minimums, terms etc.

Does NOT include

- Long spiel about your company
- Line philosophy
- Heavy branding info
- Selling yourself
- A huge amount of text
- Huge attachments that take too long to open

EXAMPLES

New March Styles!!

3/16/

See our newest inventory just in! Perfect styles to transition into Spring!

Let me know what you have in mind.

Thanks!

THE GOOD, THE BAD AND THE UGLY

showroom name **is excited to announce that the Australian brand is back in the US and their SS15 is now available for immediate orders.**

Wholesale prices vary are from $30 to $80.

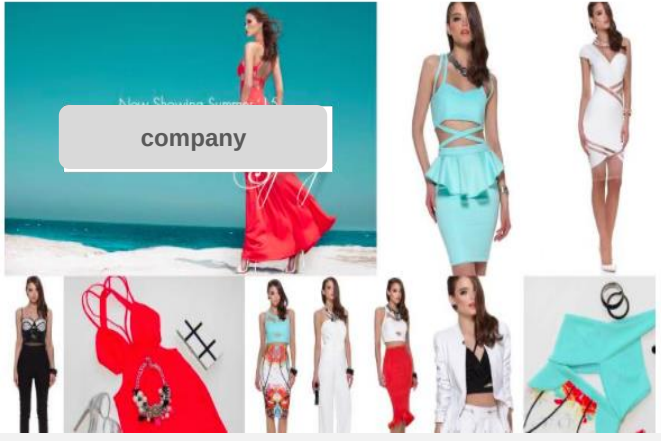
In 2005, the designer company *created her first fashion brand with great success* name of 1st line name
Originally based in Sydney, Australia, company *grew rapidly worldwide and even gained a wide celebrity following both in America and Australia.*
With the success of company *booming, then was created*
The designer's style of designs are always created with an articulated flair and flamboyance of colors featuring dynamic textures and fabrics. Personal print designs and hand crafted beaded work are featured in numerous top selling styles and fits.

If you are interested in receiving a lookbook please send us an email at

You can also see the line at our showroom:

showroom name

We look forward to hearing from you.



EMAIL TEMPLATES

Dear buyer;

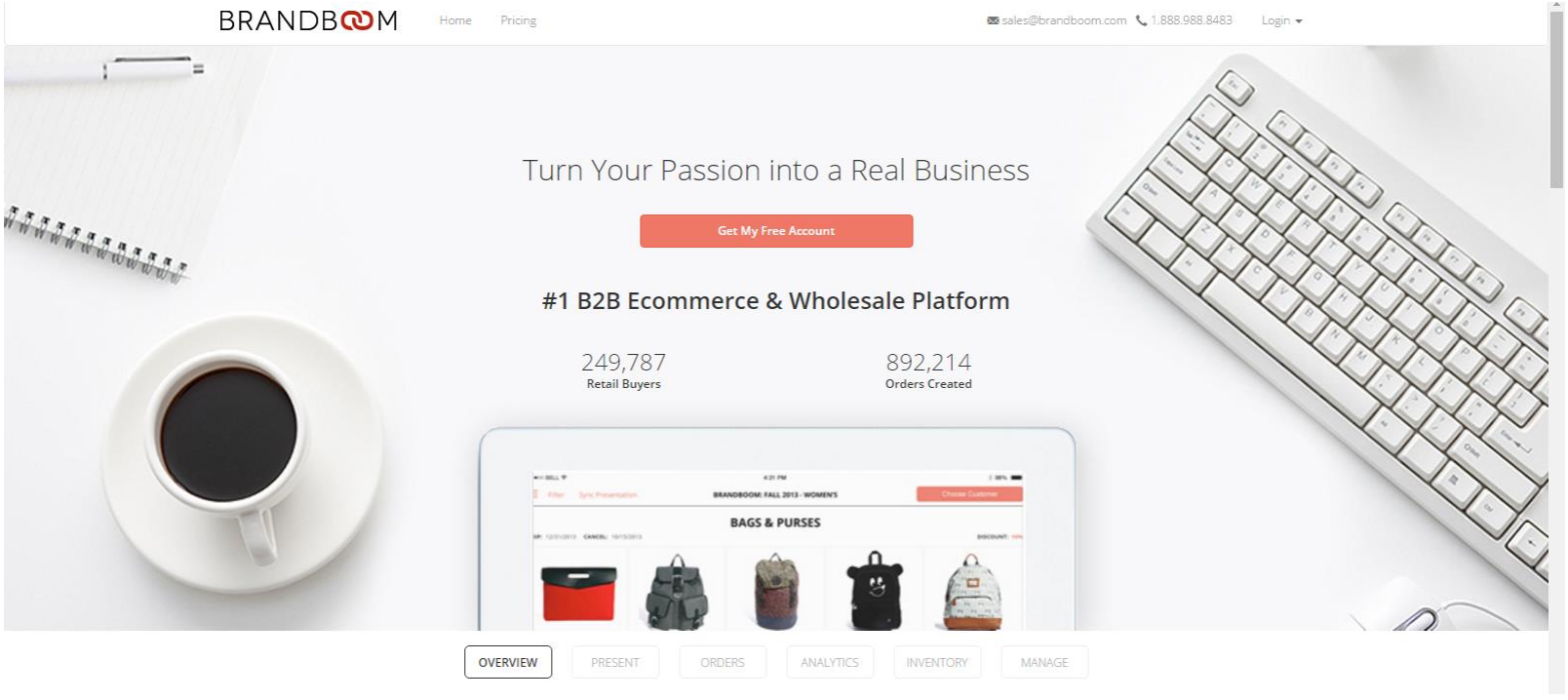
Cute Line Fall 2012 Collection – Tunic tops wholesale prices $150 – 195
Line sheet: click this link
Website: www.cuteline.com
Order Form: click this link

I'd like to introduce a new line of _____. We hang with_____. – HOW IT FITS INTO THEIR STORE-

Our best sellers.....
Most popular colors..... Demographics of who buys your line?

On your first order…SPECIAL OFFER – INCENTIVE – DEADLINE
To place an order... *Give Instructions on HOW TO PLACE AN ORDER*

My contact info…
name



Brandboom.com

List your line sheet for free

SEE YOU IN THE NEXT VIDEO – PART 2