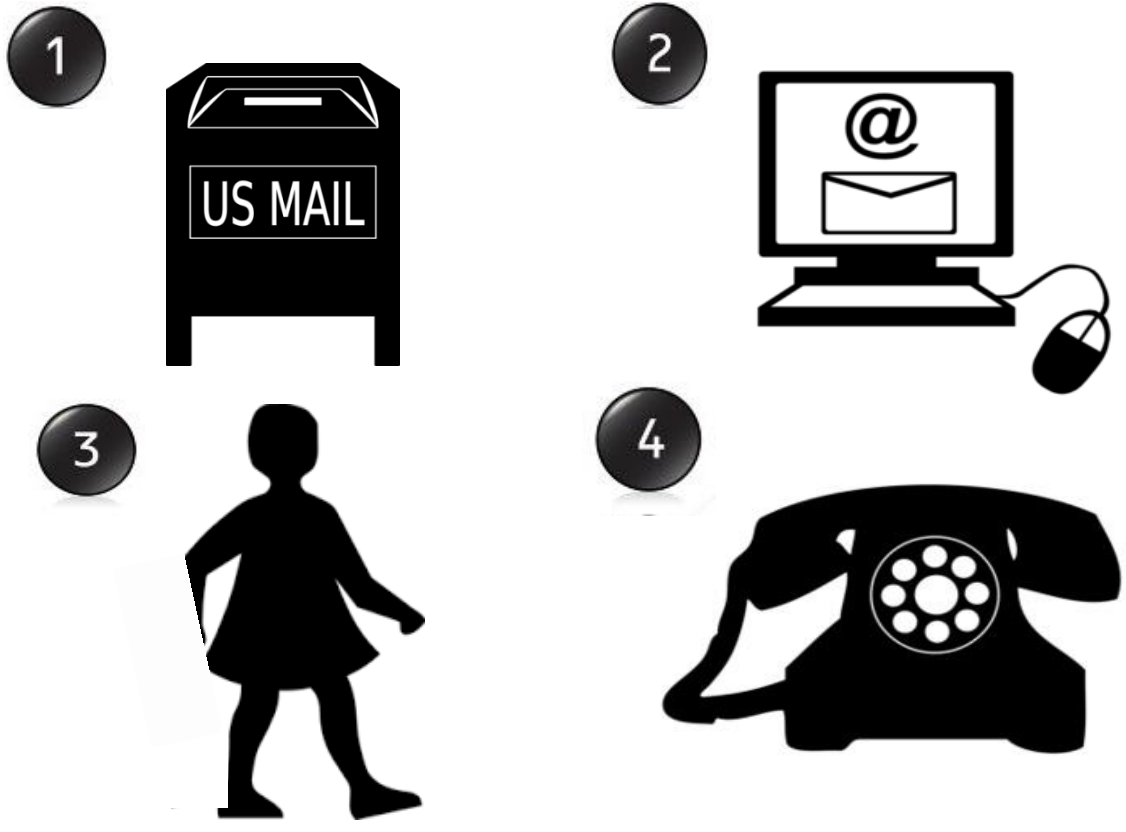
# PART 2
# FIVE STEPS TO APPROACHING RETAILERS

FASHION BRAIN ACADEMY

# 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)*

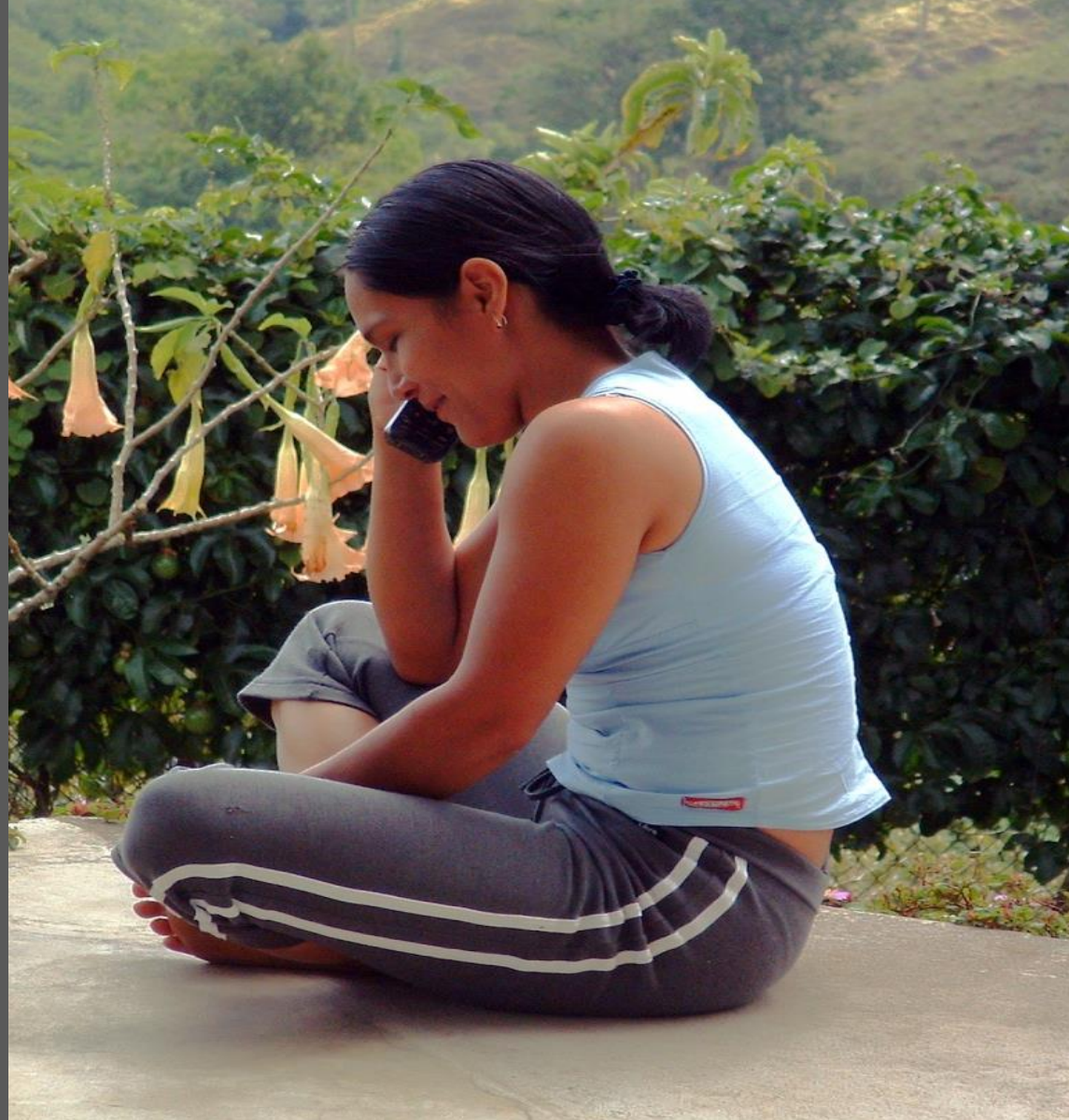
# 3 Call on the phone

- Again, consider the retailer's side of things
- Write out a simple script with your talking points
- Go over the different scenarios
- Be brief and to the point
- Speak with confidence (even if you don't feel it yet)
- Get a practice buddy
- Don't start with your first-tier stores
- Consider a professional practice session

# 3 Call on the phone

- Don’t lead with, “Hi, I’m Jane from _____ and I sent you a lookbook last week. Did you get it?”
- Major pet peeve of retailers because I have NO IDEA if I got it and I cannot remember you anyway or even what I had for lunch
- Don’t say, “I know my line would be a great fit for your store”
- That’s another pet peeve because buyers think, “you DON’T KNOW my store at all so don’t act like you do!”

practice
practice
practice



# 4 Stopping by a store

- When possible, this puts a face to the name (and the brand)
- Let’s the buyer get to know you and feel comfortable
- Build trust
- Stand out from the pack
- Keep it casual, relaxed
- Date before you get married

Listen to the interview
“What Makes a Successful Creative” with Paul Klein

# 5 Bonus prong: Repeat

- Bonus prong…
- #5: Repeat as necessary
- No reply does not mean NO, it means MAYBE
- You are looking for a yes or no answer
- If they say no, ask if you can contact them again
- Ask if they know other stores that would be a fit for your line

# APPROACH A STORE: STEP BY STEP

- Send something in the mail
- Email
- Follow up with a phone call at a safe time
- Follow up again – remember incentive
- Make friends with the messenger
- Send an email – another mail piece
- Follow up again
- Email
- Call
- Stop by
- Again…
- Stop *just before* stalking
- Get OUT of your comfort zone

# SECRET SAUCE

All four boutiques I approached on my first day out with a new line of baby blankets placed an order. Why?

# SOCIAL PROOF, TESTIMONIALS

Third party validation

- What you say about yourself does not carry as much weight as what others say about you and your product
- Dabble in some testimonials in your marketing
- Client testimonials on your site

# 12

points of contact

## Listen to this Interview!

Interview with
womenswear designer
Meredith Banzhoff

# WHAT ABOUT CONSIGNMENT?

- Depends on your product – good condition, saleable, seasonal
- Set your own limits – it is YOUR choice
- How many stores (and which ones) are you willing to do? Maybe 5? 3?
- 30 days, get paid for what sells
- Designer gets the wholesale price
- Can be more $ for the designer, depending
- Consignment from a retailer's perspective – no motivation to sell
- Keep track and be organized
- A simple consignment agreement
- Choose 3 – 4 stores and that's it (if necessary)
- If it gives you street cred
- Jane's story

HENRI BENDEL
NEW YORK

# NO REPLY FROM A BUYER DOES NOT MEAN NO

it means maybe!

# TAKE IMPERFECT ACTION NOW

Perfect is
good but
DONE
is better
- Jane Hamill