



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
- A good list of boutiques that are a fit for your product
- A step-by-step plan to approach retailers and follow up
- An understanding that you can't just send a few emails to buyers and get sales
- The confidence to pick up the phone, call a buyer, and know what to say to grab their interest