



FASHION BRAIN ACADEMY

Quick Tips: Selling Your Product to Retailers

- Know what you really do and be able to explain it in 1 or 2 phrases. The way you describe your product to a consumer will be different than how you describe it to an industry insider. Practice it again and again until it is refined and you are truly comfortable with it.
- If you're selling online, it's OK to use PayPal. If you're selling wholesale, you will need a credit card processor. You cannot expect boutiques to use PayPal – and it looks unprofessional.
- If you're a one man show and you're not comfortable picking up the phone to call someone to sell your line (I'm not saying it's always fun), you'll have a big, huge, gigantic business problem. The best product in the world is not worth much if you cannot go out there and sell it. It's not enough to just create something beautiful.
- “Timid salespeople have skinny kids.” – Zig Ziglar. I'm not saying you have to be aggressive or pushy. What I mean is you **MUST** get comfortable with the sales process. All you need is practice to get good at selling your product.
- Be careful where you sell (wholesale) – stores protect their territory. Don't sell to one boutique that's too close to another one that you already sell.
- Know what to say if and when a boutique asks for an exclusive of your product in their city or area.
- Prices on your website should be the same as what they are in other stores – or a tad higher. Be sure not to undercut your wholesale accounts -- it will really frustrate them.
- Think twice before you ask a retail buyer for a deposit on an order they place with your company. It's rare that a store will even give you a deposit – unless it's a custom order or you're shipping overseas. If you ask for a deposit, there's a risk. The retailer may wonder. “Hmmm, if this vendor's financial situation is so precarious -- if they're so close to the edge -- should I even be ordering from this company? Maybe I'll just pass.”
- If you have a printed linesheet (not just digital), be sure to staple an order form to the back of the line sheet. You want to make it easy for a buyer to submit an order.

Include ALL your contact info including a fax number. Some buyers still like to fax orders!

- Include your contact info on every page of your line sheets. Things can get separated and (*speaking from experience*) a buyer may not be able to tell what company's line sheet they're looking at.
- Keep in mind that retail buyers aren't typically interested in your vision, your inspiration, or your creative process. Their main concern is selling your product for a profit.