



FASHION BRAIN ACADEMY

Module 3: How to Land Your Next 10 Retailers

Notes, Tips, and Other Important Stuff...

Terms

- Net 30
- Credit card
- EOM (end of month)
- 8/10 EOM
- PIA (payment in advance)
- Net 10, Net 60
- COD (cash on delivery)

Shipping

- The retailer pays for shipping to their location
- For example, if the invoice to the store is \$3500 and shipping is \$32.50, the total amount due to the vendor (you) is \$3832.50
- Typically, the vendor fronts the cost of shipping and then adds the amount to the bill for the store

Women's Sizing

- Missy fit – designed for a more traditional customer with a fuller fit than contemporary or junior
- Contemporary fit
- Junior fit
- Plus size
- Unisex sizing

Men's Sizing

- Regular fit
- Slim fit
- Unisex sizing

One-of-a-Kind Products

- Difficult to sell wholesale
- Suggestion is to offer limited editions
- # in a series
- Depends on price point
- Could be 1/100, 2/100, 3/100 or even less, like 1/10 1/30
- Each piece is numbered
- Exclusivity without one of a kind
- Much easier for line sheets and inventory

Binder to have on hand – “Indoctrination Binder”

This is optional. When you have a sales appointment (or do a Trade Show), some vendors have a 3 ring binder (or similar) with line sheets and assorted info about the brand. You'll have separate line sheets (stapled) to hand out, but the binder keeps an original copy (often in clear sheets) with Press tear sheets, etc. You do NOT need to have this – it's an option.

I call it the “Indoctrination Binder” because when a buyer looks at how great it is (especially if there's press or a celebrity tie-in) they can be indoctrinated to your awesome-ness and be put in the mood to place an order.

- Line sheets
- Deliver dates
- Terms
- Minimum orders
- Sizing info (Missy fit, contemporary fit, European fit)
- Press info
- Background / your story
- Celebrity tie-in if applicable

Lingo

- MOQ – minimum order quantity
- MSRP – manufacturer's suggested wholesale price
- EDI – electronic data interchange (for large department stores only)
- PL – packing list
- Packing slip
- Markdown Money – used with department stores and large retailers only. Markdown money happens when merchandise doesn't sell at full price. At the end of each season, department stores will take allowances or credits from vendors for merchandise that was put on sale. Typically this means that an amount is deducted off the next order a retailer places with the vendor.

Common Mistakes

- Using only ONE method to approach a retail store buyer
- Assuming they saw what you sent

- Most buyers probably see ¼ of your contact attempts
- Thinking they are not interested since they didn't get back to you
- Too little follow-up
- Using the same message each time you approach a store

Keep in Mind

- Focus on “getting feedback”
- Treat the selling season as a test – a challenge to “see what I can sell for the next 2 months...”
- This is your job! You wouldn't **NOT do your job** if you had a boss and a regular paycheck, would you?
- Perfect is good but DONE is better
- It takes some NOs to get to the YESes.