Ex-Target Buyer Speaks

Storytelling and Data

ASKIVITY Webinars.
PRESENTERS

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In today’s retail world, buyers are increasingly short of both time and bandwidth.

We will be exploring how to keep your buyers educated, engaged and impressed through effective storytelling backed by data.
FROM METHOD TO MADNESS...

**METHOD**
The **bare minimum** you need to cover with your buyer to make sure your meeting won’t be a complete failure

**MADNESS**
What you can do to ‘**surprise and delight**’ your buyer, solidifying your status as a forward thinker and trusted advisor

**MAGIC**
How your brand can **assist your buyers** achieve their goals through **value added initiatives**
A BUYER'S MINDSET

THE METHOD
A BUYERS MINDSET

Your buyer is thinking about a lot of things when you meet with them. A buyer is really only a buyer for part of their job.

What a Buyer Worries About

- **Their internal customers** – stores, marketing, operations
- **Their external customers** – the consumers who shop the store – how do they bring them back? How do they get them to buy more?
- **Their competition** – who is beating them?
- **Profit** – how do they make more money?

IN ORDER FOR YOU TO APPEAL TO YOUR BUYER, YOU NEED TO THINK LIKE THEY DO.
## THE METHOD – COVERING THE BASICS

### MONEY
- What does it cost?
- What does it retail for?
- What’s the impact to my cash flow?
- How quickly does it turn?
- What’s the re-order time?

### OPERATIONS
- Where will it fit?
- How many facings does it take on the shelf?
- What will I take out?
- What is the competition for this item?
- Are there complexities?
- Shelf trays?
- Merchandising complications

### LOGISTICS
- Do I need to order a case or inners?
- Does the case/pallet make sense in my warehouse?
- Is there an alternate way of selling this item?
- Consignment, dropship?

### GREAT PRODUCTS
- Why is this item unique?
- What’s the comparable item in the marketplace?
- Who else has this item?
- What proof is there that this is a great item? (social proof etc.)

### KEY QUESTIONS

**MONEY**
- Cost
- Margin
- Promotional Strategy
- Sales per store per week

**MSRP**
- Competitor Pricing

**Case & Inner Pack**
- Impact to Open to Buy (if you can calculate)

**LOGISTICS**
- Shelf Placement
- Competition, SKU and price range
- Expected Market share (single SKU / multiple SKUs)

**GREAT PRODUCTS**
- Shopping basket analysis – what else sells with this item?
- Consumer reviews?
- Influencer reviews?
- UPC
- Dimensions

**KEY DATA**
THE MAGIC
MAGIC HAPPENS WHEN YOU’RE ON THE SAME PAGE

Sales Teams and Buyers are always looking at data separately, and executing differently.

FOR SALES TEAMS
- Executing on a plan created at Year beginning
- Building next month’s program
- Finishing last month program (debits/paperwork)
- Analyzing last week performance
- Getting pressured for next week’s paperwork

FOR BUYERS
- Planning 9 months out
- Building 6 months out
- Executing next month
- Reacting to tomorrow
- Mad about yesterday
MAGIC ACTUALLY ISN’T MAGIC. IT’S TANGIBLE

- **Trust** - Provide unbiased category insights
- **Teach** – Help your buyer to become an expert in your category
- **Inspire** - bring new trends and insights to the buyer
- **Be Reliable** – Get to know your Buyer’s cycles – when they need paperwork, etc.
- **Be Proactive** to keep whatever happened yesterday from happening again

TANGIBLE INSIGHT + ACTIONABLE PROGRAM = MAGIC
“ONE PERSON’S CRAZINESS IS ANOTHER PERSON’S REALITY.”
— TIM BURTON

THE MADNESS
MADNESS BECOMES WHAT YOU CAN COOK UP TOGETHER

- Keep track of the things you’re doing in Magic that gets your buyer excited
- Be hyper-focused on the Retailer’s consumer
- Bring big idea programs that solve one of the Retailer’s issues. (Traffic? Bigger basket purchase? Consumer loyalty? Retail excitement?)
- Engage the buyer, ask lots of questions, brainstorm

- BE PREPARED, THIS DOESN‘T WORK THE FIRST TIME!
- BE PREPARED TO EXECUTE ONE OR MORE OF THESE IDEAS.
- GO BACK TO MAGIC, PLUG IN IDEA AND GO! COME BACK FOR MORE MADNESS
THANK YOU

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QUESTIONS?