



## GETTING STARTED AT RETAIL



### SELL-IN

Do you have the right tools to launch?

- Brand Story
- How to Communicate Your Why
- One-Pager
- Sell-In Deck
- Price List

### ACCOUNT PLANNING

Are you prepared to on-board retailers?

- Determine Distribution Channels
- Customer Setup Documents
- Forecasting
- Tracking & Analyzing Sell-Through
- MAP Policy



### MARKETING

How are you connecting with the consumer?

- Drive Time Calendar
- Promotions
- Advertisements
- Collateral & Flyers

### MERCHANDISING

How are you creating in-store standards consistent with the brand?

- Signage
- RFP with Vendors for Displays
- Point-Of-Purchase Displays
- Third-Party Installation & Maintenance



### TRAINING

How are you educating & motivating salespeople?

- Group Trainings
- In-Person Trainings
- Webinars
- Videos
- Contests
- Incentives
- Specialist Program