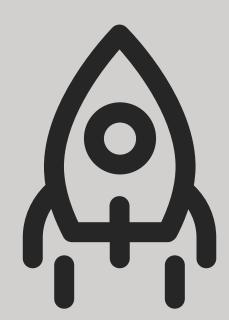


# GETTING STARTED AT RETAIL



# 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?

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