



Beat The Buyer: The 5 P's of Pitching



AGENDA

1. Introduction
2. Retail Sector Overview
3. What Buyers Are Good At
4. What Buyers Look For
5. The 1st P of Pitching: Preparation
6. The 2nd P of Pitching: Pricing
7. The 3rd P of Pitching: Publicity
8. The 4th P of Pitching: Presentation
9. The 5th P of Pitching: Post-Pitch
10. Summary + Q & A

INTRODUCTION

PDT Sales Consultancy helps small businesses sell better and sell more by fixing their sales related problems, optimising their sales and upskilling their sales people.

Sales Clinic



Planning & Consultancy

Sales Academy



Coaching & Training

Sales Support



Recruit & Manage

EXPERTISE & EXPERIENCE

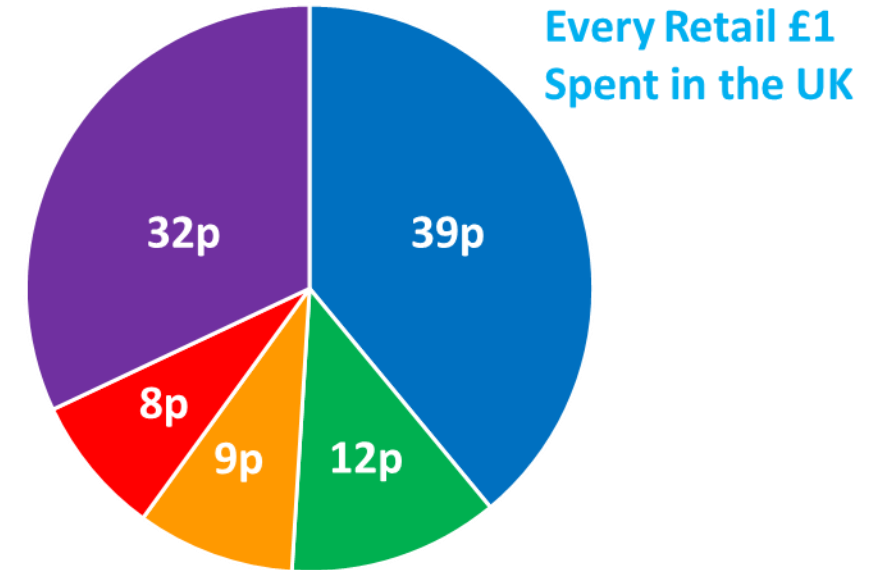
Accreditations & Gigs



THE UK RETAIL SECTOR

Key Retail Sector Statistics for 2019 (eMarketer):

- Retail is part of the Services Sector (**75%** of GDP)
- Total Retail Sales = **£476 billion** (£423 in 2018)
- Ecommerce represented 22.3% (27.9% by 2023)
- Non e-commerce sales grew by **0.4%**
- ecommerce sales grew by **10.9%**
- Smartphones sales = **58.9%** of all ecommerce
- Smartphone sales to grow to **71.2%** by 2023



Main Retail Sub Sectors

■ Food Shops ■ Clothing Shops ■ Automotive Fuel ■ Household Goods ■ Other

Food & Drink



Health & Beauty



Gen. Merchandise



Technology



Fashion



Home



Sport & Leisure



Entertainment



MAJOR UK RETAILERS

Top 10 UK Retailers		Sales 2018/2019
1.	Tesco	£38.7bn
2.	Sainsbury's	£27.9bn
3.	Asda	£22.2bn
4.	Morrisons	£17.3bn
5.	John Lewis	£10.2bn
6.	Aldi	£10.0bn
7.	M & S	£9.6bn
8.	COOP	£9.5BN
9.	Amazon	£8.8bn
10.	Boots	£6.8bn

RetailEconomics data

Top 10 ecommerce sites		Est. monthly traffic
1.	Amazon UK	446.6 Million visits
2.	eBay UK	355.5 Million visits
3.	Asos	54.3 Million visits
4.	Argos	51.2 Million visits
5.	Asda	25.6 Million visits
6.	Tesco	25.5 Million visits
7.	M & S	23.7 Million visits
8.	John Lewis	20.3 Million visits
9.	Currys PC World	17.7 Million visits
10.	Debenhams	14.4 Million visits

Disfold data

THE CHANGING HIGH STREET

Retailers with 10 or more stores closed nearly 6,000 shops in 2019 (up 77% on 2018), according to the Centre for Retail Research. Debenhams have just announced the first 19 of 50 stores to close in 2020.

Prime Minister Boris Johnson has said that the government will extend the retail discount on business rates in England to 50%, for those properties with a rateable value less than £51,000 (up from 33%).

Re-purposing the high street

Shopping centres are losing footfall because stores are closing due to changing consumer habits, increased costs, higher business rates and rents. Councils and landlords are now looking at mixed usage for empty units e.g. co-working offices, warehousing, residential, community spaces and pop-ups.



This Enterprise Nation campaign opens up empty retail units across UK high streets, shopping centres, markets and indoor malls, by filling them with small businesses.

Sook has opened up a retail location in Cambridge with flexible electronic branding, where different retailers can book different time slots to reflect their busiest times.

RETAIL TRENDS

Gen Z (born after 1997) are emerging into adulthood and millennials will shortly overtake baby-boomers as the largest demographic group in the UK - and now spend the most online!

Ethical spending (the sharing economy, repurposed, recycled-wear, provenance) to increase

Recycling and reducing waste are important for millennials, with a recent survey by Globaldata finding that more than **30%** are now prepared to rent fashion (rather than buy it) to help save money and the planet!

Vestiaire Collective

Selfridges new secondhand clothing concession.

HIRESTREET

Customers rent dresses from 4 to 16 days at a fifth of the cost - extending the lifetime of the dress by 70% (as it is worn more than 15 times).

Seven Retail Trends To Watch Out For In 2020

1. **'SHAPPING'** – shopping using mobile phone apps
2. **Faster E-commerce shipping** - next day expectation now
3. **Experiential collaboration** - consumers want an experience
4. **Influencer Fatigue** (authentic grassroots brand communities)
5. **Wardrobing/de-shopping** (15%-40% of e-purchases returned)
6. **Zero-clicks?** (fewer clicks = greater sales) e.g. Alexa
7. **Carbon labelling re-introduced?** (Kingsmill used since 2009)

WHAT BUYERS ARE GOOD AT

According to the [National Skills Academy for Retail](#) - large Retailers and major stockists look for these essential skills and qualities, when recruiting new buyers for their buying department:

Communicator



Analytical Skills



Negotiation Skills



Presentational Skills



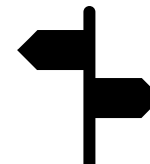
Business Acumen



Creativity



Intuitive (Spot Trends)



Meet Deadlines



Buyers are also more likely to trust and favour suppliers - who demonstrates these same attributes!

NB. Audit yourself to see where your skills gaps are - and address any deficiencies, before you pitch!

WHAT BUYERS LOOK FOR

The main thing that is most important to a retail buyer is whether your product will sell but you must also be a credible supplier. Other common selection criteria used by buyers include:

Cost



Quality



Agility



Uniqueness



Risk



Environment/CSR



Major retail buyers also look for:

- **Passion** - do you believe in what you are doing?
- **Knowledge** - do you know your product, customer, market and competitors?
- **Synergy** - do you have the same or similar values?
- **Credibility** – you have to seem to be a trustworthy supplier

Your product might get you the initial meeting – your credibility will get you the eventual listing!

WHAT BUYERS LOOK FOR



Sainsbury's Case Study: Dairy Buyer James Curtis

"When looking for new products I ask myself several key questions - will it increase my overall sales in that category, or will it just potentially take over the sales of something else? If it is the latter, is it really necessary?"

John Lewis Case Study: Head Home Buyer Anna Rigby

Anna look for suppliers that hold the same values and who offer -
"exciting, inspiring and well made products that are sustainably and responsibly sourced, and will offer us and our customers great value".



Selfridges Case Study: Health & Wellbeing Buyer Adrian Boswell

"We're always looking for innovative new products that align with our brand ethos. We're looking for something you wouldn't regularly find in supermarkets."

WHAT IS A PITCH?

A pitch encapsulates the power to convince in short words or phrases and there are three main types of pitch category:

- **Elevator Pitch:** This is a brief 30 second, persuasive speech that you use to spark interest in what your company, product or service does.
- **High-Concept Pitch (conceptual idea):** It distils a company's vision into a single sentence e.g. Google: *"To provide access to the world's information in one click"*.
NB. A 'Slogan' embodies a company mission or campaign outcome, whilst a 'Tagline' is a catchy quip that evokes an image of a brand.
- **Deck:** A brief presentation of 10+ slides (using PowerPoint, Keynote or Prezi) and is used to provide your audience with a quick overview of your business plan, product or service.



Pitches are won at the beginning...not the end!

THE 1ST P OF PITCHING: PREPARATION

(1) GET A PLAN: Formulate a plan that outlines your end goals. Having a coherent strategy will make it more likely that you achieve your preferred outcome.

Also understand what a minimum acceptable outcome would be and appoint a 'Pitch Lead' to lead your pitch from start to finish.



SMART Goals

SPECIFIC: This is your goal or end-game i.e. what is it that you want to accomplish?

MEASURABLE: This is how you will measure your success and level of accomplishment

ACHIEVABLE: This is about understanding the steps you need to take to achieve your goal

RELAVENT: This is determining whether your goal is realistic and relevant to your mission

TIME-BOUND: This is understanding the process and timeline for realising your goal

THE 1ST P OF PITCHING: PREPARATION

(2) KNOW YOUR MARKET: Before pitching to a buyer, you first have to understand who your target market is!

Research your ideal customers (target markets) and where they currently source their products or services. Visit trade shows to better understand developing trends e.g. personalisation, natural products etc. Attend industry events e.g. Enterprise Nation's Exchange Events – where you can also pitch to actual major buyers!



Enterprise Nation (events, campaigns and networking): <https://www.enterprisenation.com/>

THE 1ST P OF PITCHING: PREPARATION

Other Industry Events:



Other Research Resources:

The IP & Business Centre (British Library): <https://www.bl.uk/visit/reading-rooms/business-and-ip-centre>

City Library: <https://www.city.ac.uk/library/support/get-research-support>

ONS (Office for National Statistics): <https://www.ons.gov.uk/>

PayPal Shopping Research: <https://www.paypal.com/uk/webapps/mpp/uk-shopping-habits>

Statista Online Shopping Habits: <https://www.statista.com/statistics/986802/consumers-reasons-for-shopping-online-uk/>

THE 1ST P OF PITCHING: PREPARATION

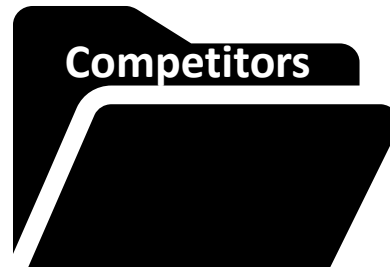
(3) KNOW YOUR COMPETITION: Once you have identified your target market and drawn up a list of competitors - do some SWOT (Strengths, Weaknesses, Opportunities, Threats) analyses, to understand how you are different from the competition, what you do better and how you can stand out from them:

Identify which competitors are going to be your biggest challengers i.e. primary competitors

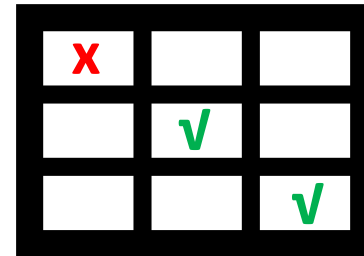
Do 'mystery shopping'



Create a 'Competitor File'



Draw up a comparison table



Build your brand message



THE 1ST P OF PITCHING: PREPARATION

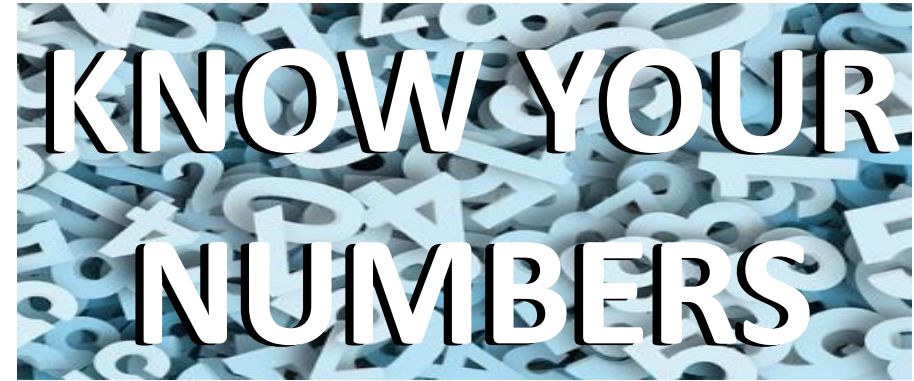
(4) KNOW YOUR BUYER: Once you have identified your target market and competitors - draw up a list of prospective buyers, as you will need a strategy for each. The following guidelines will help you with this process:

1. **Prioritise the retailers** most likely to favour your product of service - and concentrate on these.
2. **Pitch to the right buyer** – large retailers can have large buying teams, so identify the correct decision-maker.
3. **Check their social media profile** (especially LinkedIn) for important personal background information.
4. **Send a ‘soft’ introduction** via email, social media or phone i.e. mix up your cadence (modes & frequency).
5. **Check which industry events** the buyer is attending and attend too, so you can introduce yourself personally.
6. **Use your network** to broker an introductory meeting (if none of the above measures work) and persevere!
7. **When on their radar**, send an email about your product offering and follow this up after a couple of days.

THE 2ND P OF PITCHING: PRICING

You will need to include your fundamental costs and pricing - in your pitch presentation:

- Margins
- Cost price
- Wholesale (trade) price
- Suggested selling (retail) price
- Discounts (volumes, early payment)



If you don't know your basic numbers, then this can make a buyer question your credibility – which then makes you a greater risk. Beware of 'Exclusivity' as this means your health is linked to theirs!

MARGIN: Research what margin the buyer normally asks for e.g. on homewares or food and drink, it can be 30% to 45% or for electricals and other items, it can be 50% to 100%+. If you can't establish this then just state the price and have a discussion. Factor in a 5% MDF and cost of delivery.

THE 3RD P OF PITCHING: PUBLICITY

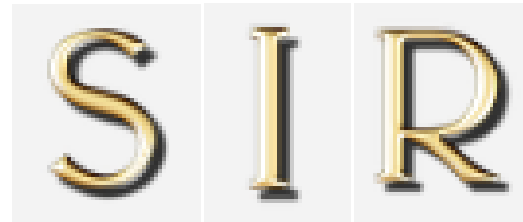
Buyers will expect you to have started some marketing and brand awareness around your product or service. This means setting aside a marketing budget and doing some appropriate marketing activities yourself e.g.-

Traditional Adverts	Digital Marketing	Partner Promotions	Retail Outlets	Merchandising
<ul style="list-style-type: none">• Newspapers• Magazines• Directories• Leaflets• Billboards• Radio/TV	<ul style="list-style-type: none">• Website• SEO/PPC• Social Media• Viral campaigns• Vlogs/podcasts• Online listings	<ul style="list-style-type: none">• Collaboration• Influencers• Sponsorship<ul style="list-style-type: none">- Events/goody bags- Good causes- Sports teams	<ul style="list-style-type: none">• Shop/Store• Concession• Market pitch• Pop-up stall• Expo stand• Networking	<ul style="list-style-type: none">• Branded w/wear• Branded gifts• Graphics/signage• Window displays• Banner stands• POS displays

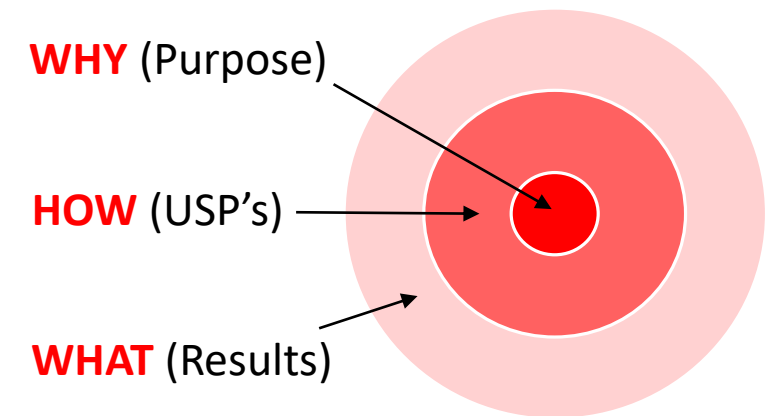
Build a marketing budget (MDF) in to your margin to cover promotional activities e.g. store demonstrations, sampling, social campaigns, publications etc. Remember to be open and not dismissive, to their suggestions.

THE 4TH P OF PITCHING: PRESENTATION

INTRODUCTION: What you say first will set the tone for the rest of your pitch presentation – so consider using a concise and memorable elevator pitch which sums up the essence of your product, value and brand:



Your WHY Story: People prefer to do business with those that have similar values. If you can communicate your values and why you do what you do - this will have a more positive emotional impact, which stays longer in the mind. Talking about your 'Why' (instead of your 'What' - which most people do) will help differentiate your brand!



Make sure to include content that references your credibility, reliability and trustworthiness.

THE 4TH P OF PITCHING: PRESENTATION

Negotiation is a delicate balancing act. As discussed earlier, you need to find a win/win position that works for the buyer, whilst protecting your own interests. These following tactics can help you get a win/win outcome:

Recognised tactics to increase the ideal outcome:

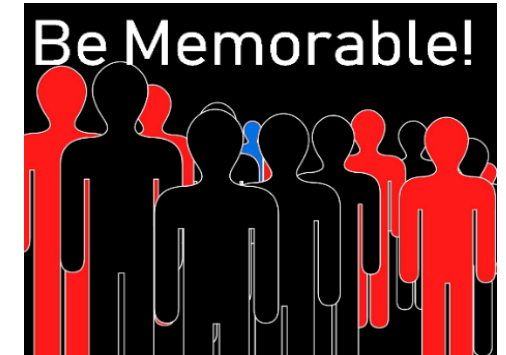
1. **Reveal Something** - university studies show that revealing some information, even if it's unrelated to the negotiation, increases the preferred outcome.
2. **Know your target price and walkaway price** - most people go in with one or the other. Researching your numbers means you will know your negotiating limits.
3. **Counter their offer** - both parties are most satisfied, if there has been some back and forth. Countering an offer gets a more committed and secure end-result.

Problematic phrases to avoid:

1. **'Between'** - avoid offering a price range as the buyer will go for the lower option and this de-values your product/service.
2. **'Lets work out the details later'** - not agreeing a detailed set of actions, can result in the buyer misunderstanding your intentions.
3. **'I really need to get this done'** - this smacks of desperation and can encourage the buyer to ask for additional concessions.

THE 4TH P OF PITCHING: PRESENTATION

First impressions are crucial with a buyer and you don't get a second chance to make a first impression. That first impression you make is more heavily influenced by nonverbal cues than verbal cues (studies have found that nonverbal cues have over 4 times the impact on the impression you make - than anything you say).



7 nonverbal ways to make a positive first impression (Forbes):

1. **Adjust your attitude** - to the situation and go in with a positive mindset (Positive Mental Attitude)
2. **Straighten your posture** - correct your posture and pull your shoulders back (communicates confidence)
3. **Remember to smile** - a smile is an invitation and shows that you are approachable
4. **Make eye contact** - this transmits energy and indicates interest and openness
5. **Raise your eyebrows** - simulates the "eyebrow flash" (universal signal of recognition and acknowledgement)
6. **Shake hands firmly** - one purposeful handshake is equivalent to three hours of continuous interaction
7. **Lean in slightly** - this shows that you are engaged and interested - but don't be a 'space-invader'

THE 4TH P OF PITCHING: PRESENTATION

Consider using a **'leave behind'** i.e. a professionally bound glossy document, featuring a summary of your pitch presentation along with any other supportive information. Find out how many people are attending the meeting and produce 2 extra copies.



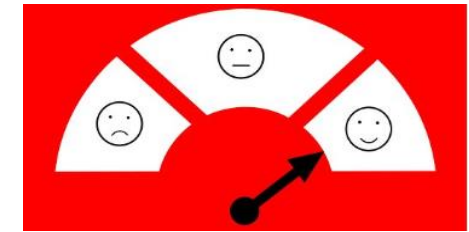
Include some/all of the following in your 'leave behind':

1. **An introduction** i.e. your back story and the concept behind your product or service
2. **Your target market/competitor analysis** i.e. who needs your product and who your competitors are
3. **Your 'Value Proposition'** (UPS's, customer benefits, results) – sell the sizzle, not the sausage!
4. **Synergy Statement** i.e. a summary of how you align with the buyers values, mission and customers
5. **Overview of product range** i.e. quality photo's, ingredients listing/product specification
6. **Pricing Schedule** i.e. price points, volume discount rates, margins and financial projections
7. **Post Supply & Future Strategy** i.e. ongoing supply, customer support and what is in your 'pipeline'

THE 5TH P OF PITCHING: POST-PRESENTATION

POST-PRESENTATION: You may or may not get a decision on the day, so if not - ask them whether they need clarification or additional information or any points (to assist them with their final decision making process).

Ask for some **initial feedback** about your pitch - if they haven't already given some indication. If they choose not to give you any initial feedback, get their commitment as to when you can expect this i.e. from whom and in what format e.g. verbal feedback via phone, conference call, email or follow-up meeting?



Stay on their radar:

1. **Send the buyer an email** - thanking them for their time and for the chance to pitch your product
2. **Confirm back in your email** what commitments and actions were agreed by both parties (and timings)
3. **Carry out your commitments** before any agreed deadline – to show your continued enthusiasm
4. **Follow-up the next day** – if the buyer has missed a deadline in coming back to you (but be diplomatic)
5. **Persevere for your feedback** – as this is vital and will help you evolve your pitch (if it needs evolving)
6. **Stay in touch with them** – follow them on social media, like their posts and get to know them better
7. **Ask them for ongoing advice** – once you have got to know them better - ask them for introductions!

THINGS TO REMEMBER

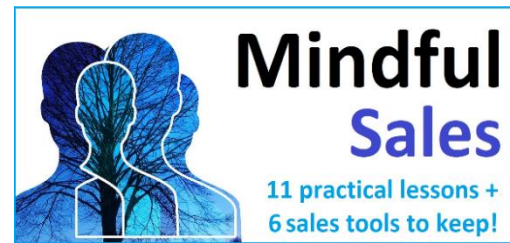
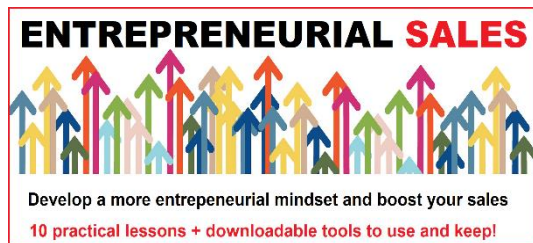
Here are some general rules to follow that will help your pitch be more impactful:

1. **Research your audience (buyer)** - so you really know who you are pitching to
2. **Concentrate on the value & experience of your product/service** - not the price
3. **Provide documented proof about the relevance** of your product or service
4. **Try to anticipate the buyers questions** - and have ready answers (don't blag)
5. **Know your financial numbers** - provide a summary in your presentation
6. **Use visual aids** e.g. samples, handouts, a presentation, pop-up banners etc.
7. **Be passionate and self-assured** (buyers don't buy from unconfident sellers)
8. **Get your cadence right** - be persistent but polite i.e. 'talk but don't stalk'



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