



# Killer pitch checklist: Preparing you for retail

Preparing to pitch can be a daunting process so we've put this handy checklist together to make sure you cover all bases and nail it on the day. We've also got you covered with tips to prepare your products for retail sale.

## Building an attractive brand

- Am I allocating time each week to research the market, including trade press, traditional press, and Instagram?
- Have I identified my competitors and am I keeping up to date by following their activity?
- Does my website represent my brand and am I visible on all social channels?
- Can I demonstrate how my product supports sustainability and if not, what are my plans?

## Writing the deck

- Is my founder/brand story brief and compelling enough to keep a busy buyer interested?
- Does my brand align to current trends and where the market is growing?
- Does my category story have a clear narrative towards the gap in the market and can I demonstrate that my brand's USPs make it the best solution to fill the gap?
- Am I positioning and pitching my brand to the retailer's customers as the best solution?
- Do my commercials demonstrate proof of concept in line with the retailer's expectations and how quickly I'm scaling?
- Can I demonstrate I have a growing customer base and a loyal community / engaged followers to bring to the retailer?
- Is every visual clear and relevant to support my proof of concept?
- Have I ruthlessly edited? Is every word of copy necessary? Less is more.

## Approaching the buyer

- Do my samples stand out from the crowd?
- Is my email short, engaging and asking for a specific meeting time?
- Have I included the specific actions I've taken to grow the brand, and have I provided supporting evidence?
- Have I got 'new news' to share with the buyer each time I follow up?
- Have I scheduled future follow ups in a timely manner?

## Delivering the pitch

- Have I visited the retailer's stores and reviewed their website to gain insights in my category range?
- Is my pitch short, succinct, and engaging?
- Do I know how to answer difficult questions?
- Have I prepared and rehearsed, so I can show personality and deliver confidently? People buy from people.

## Following up

- Have I provided the answers to any questions or further information the buyer requested?
- Is the content to support my proof of concept to the point, relevant, and engaging?
- Have I got more 'new news' to share with the buyer for post-meeting follow up?
- Have I planned out how I will regularly follow up with the buyer in the future, to remain memorable?

## Get retail ready

- Check my barcodes are authentic and registered to my company with **GEPIR**.
- If I don't have barcodes yet, then contact **GS1 UK** - the only trusted and authentic source for barcodes.
- Does my product and labelling meet compliance standards?
- Have I got sufficient cash flow to fund a large order at short notice?
- Do I have reliable supplier(s) and manufacturer(s) who can meet a reasonable lead time?
- Have I got a robust supply chain set-up to deliver goods and deal with returns?
- What are my current sales channels and ROS (rate of sale)?
- Have I allocated enough budget to offer promotions in-store and online to my retailer's customers?
- How can I attract customers and influence repeat purchases?
- What POS (point of sale) and display equipment can I supply to attract customers to my brand in-store?

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## About GS1 UK

GS1 UK is a not-for-profit membership organisation and here to support you on your business journey. We take pride in championing new brands and putting you in touch with as many opportunities as possible to help your business grow.

If you are planning to sell your products online or in a store you will need a product identifier, otherwise known as GTIN, barcode, or EAN. That's where we come in, GS1 UK is the genuine and authentic place where you can get these.

Join GS1 UK and discover our full membership benefits. In partnership with Enterprise Nation you can benefit from 20% off of any GS1 UK membership plan for the first year.

[gs1uk.org/community-partners/enterprise-nation](https://gs1uk.org/community-partners/enterprise-nation)