



# **SALES SUCCESS**

With Natural  
and Organic  
Products

# Sales Success

## With Natural and Organic Products

- Put the right person in front of the customer
- Create a success – and build on it
- Don't sell on price – sell on value
- Know your competition



# **Sales Success – *Put the Right Person in Front of the Customer***

- Make certain your salespeople are likeable
- Ensure they share your passion for your product and your company
- Be sure they understand your mission and values
- Make sure they are visible and put their heart into their work
- Guarantee they are problem solvers and not just news reporters
- Allow your salespeople to be risk takers

# Sales Success – *Create a Success and Build on it*

- Start small
- Ensure your product has a broad base appeal
- Define your *Go to Market Strategy*
- Minimize the risk for the retailer
- When appropriate educate your buyer and manage their expectation
- Generate trial
- Determine your results
- Redefine your *Go to Market Strategy* and expand



# **Sales Success** – *Don't Sell on Price – Sell on Value*

Selling on value brings:

- Increased or higher sales
- Bigger profits
- More customers
- Enhanced image
- The more value you provide – the less price matters



# **Sales Success** – *Know Your Competition*

- Get in stores – watch and listen
- Ask questions!
- Watch buying patterns
- Learn what is important
- Cut against your competition

*Thank You*