



# The Most Important **20 Minutes** of Your Year

**Buyer presentations:**  
A guide for CPG manufacturers



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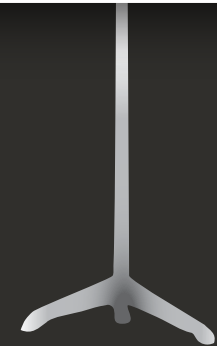
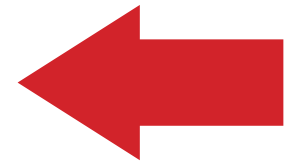
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## Preparing a Powerful Buyer Presentation

If you're introducing a new product, entering a different channel, or looking to expand the outlets that carry your brand, your buyer presentation is the most important tool in your arsenal. With 20 minutes or less to make an impact, being prepared with a concise presentation that speaks to the buyers' mindset is a must.

Hamacher Resource Group's (HRG) experience working directly with manufacturers, brokers, and retail buyers has taught us that most brands find success with a data-driven presentation that supports a strong brand story. This e-book will give you the high-level requirements to build a buyer presentation that will get your foot in the door and—if everything is aligned—your brand on the shelf.

***What's important in a buyer presentation?***

What exactly should be included?

*How long should it be?*

***What should it look like?***

***What about the meeting itself?***



***Where do I begin?***

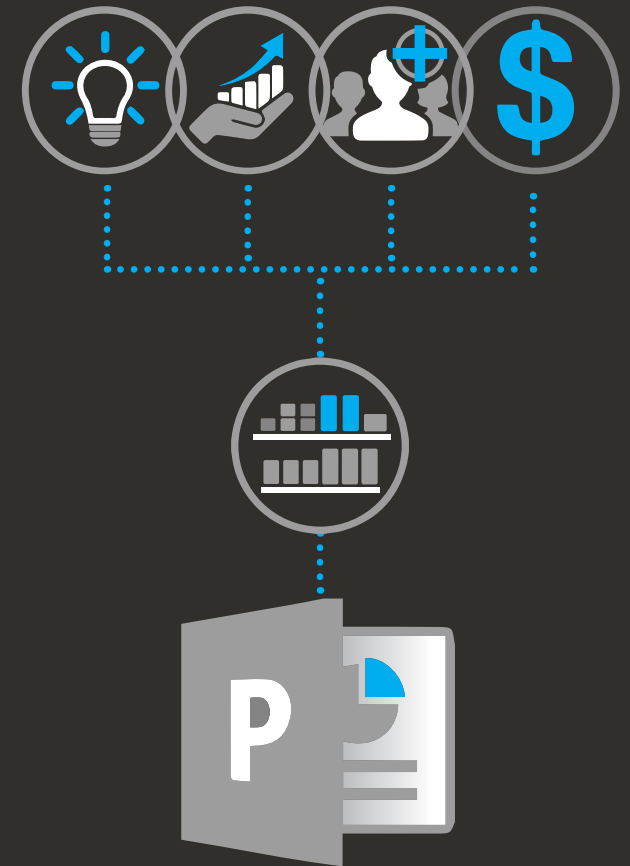


## What's **important**

First and foremost, it's important that your presentation makes the strongest case possible that your brand deserves shelf space. That means you must include data to prove that your product brings **innovation** that will **drive sales** and bring **new consumers** to the category (incrementality).

You also want to illustrate how you plan to drive demand and how effectively your item will compete against products already in the category.

Weave this information into the story of how your company and brand came to be, including how you identified the need that your product fulfills. Highlight unique aspects and points of difference.



*Your presentation must make  
**a strong, data-driven  
case** to win your brand a spot  
on the shelf.*



## What **should be included**

In order to convince buyers that adding your product into their assortment will lead to increased sales, you need to include supporting data. Provide the market, consumer, competitive, and category research that proves your brand meets an unmet need or provides a better alternative to other available products. The retailer wants to see:

- your company information,
- category trends,
- market opportunity,
- product differentiation, features, and benefits,
- stocking recommendations and planogram vignettes,
- competitive analysis and pricing information, and
- consumer and trade promotional plans.

In some instances, it may be in your best interest to create retailer-, and/or channel-specific presentations to address any unique or specific circumstances. When you do your research on the stores you have meetings with, you'll be able to determine what to customize in your presentation.



*The **buyer must have complete confidence** that your company can deliver what you are promising. You should include any facts you can share to answer this concern.*



## The **20/20** rule

Since you typically have no more than 20 minutes with buyers to share your presentation, it needs to be memorable and succinct. Your focus should be on the information the buyer needs to know to make placement decisions.

Keep the presentation short, yet compelling. You may want to use your PowerPoint® presentation during the meeting or you might want to tell your story through another means. Regardless of what tools you choose to use, it doesn't hurt to have hard copies along that the buyer can use to jot down their notes or refer to later.

Some retailers have their own presentation requirements on length and detail, and may also want you to use their pricing forms. Be sure to know this ahead of time so you can adjust your presentation accordingly.

The buyer is likely seeing multiple manufacturers in the same day or over several days. If your presentation is appealing and interesting, it will stand out. Ultimately you want your brand to be remembered.

*20 minutes –  
**20 slides**  
or less!*



*Remember these presentation basics: **make it succinct but memorable, engaging, and interesting.** Make your presentation **stand out.***



## Design to **engage**

Your branding should be strong throughout the presentation to leave a lasting impression. Including charts, graphs, and images will make it visually engaging to help keep buyers' attention. Don't overload it with animation; rather, keep it simple, but captivating. Don't forget to personalize it to each retailer you meet with and always end it with your contact information and a heart-felt "thank you!"

*"Make sure your presentation has **something that is memorable.** Whether it's imagery, a video, or a message, there has to be something that will stand out and stick with the buyer after a day or days of seeing one presentation after another"*

*Cari Sass, director of marketing, HRG*





## The meeting

Prior to the meeting, prepare a meeting folder for each retailer you'll meet, including what you know about their current assortment in your category, signage and display standards, and other details pertinent to your brand's success in their stores.

### Prep the room

- Make the room inviting and comfortable
- Set up your products so they can be seen as the buyers enter and leave
- Product samples should be within reach

### During the meeting

- Speak clearly and make eye contact with all members of the buyer's team
- Watch for body language or other signals indicating you need to adjust your presentation
- Pause periodically to allow for questions
- Give the buyer the opportunity to study your product

*Tell the story of **your brand** and what makes it different.*



*At the end of the meeting: recap the presentation, ask for next steps, and **thank the buyer for coming.***





## Getting started

Determine resources available to gather the data needed to support your bid for shelf space, who may be able to help create the visual elements and branding, and what elements from the list on page 3 exist or need to be completed. If you have everything you need in-house, great! Once you have the presentation completed, we recommend an objective third-party review it to make sure it is effective and covers everything the buyer wants to know.

If you don't have the resources in-house to get everything accomplished, don't worry! There are information sources such as IRI and Nielsen, and marketing firms that can help with research, design, branding, and the consumer marketing plan, as well as competitive analysis and pricing.

HRG can provide category and market research, design, and an array of marketing services, plus offer our 35+ years of experience to guide you to success. We're ready to help you.

We help shape the success of brands from  
**Concept through Commercialization™**.



# IMAGINE



*“Buyer meetings may be the retailer’s first impression of your brand. Make sure it is a positive one.”*

*Steve Choate, business development manager, HRG*

## Additional Resources

[Brush up on competitive intelligence](#)

[B2C marketing — part one](#)

[B2C marketing — part two](#)

[Preparing for your buyer event or meeting – part one](#)

[Preparing for your buyer event or meeting – part two](#)

[After the event – part one](#)

[After the event – part two](#)

[After the event – part three](#)

[Your buyer presentation is your lasting impression](#)

[In tune with your audience](#)





## About Hamacher Resource Group, Inc.

Hamacher Resource Group focuses on improving results across the retail supply chain by addressing dynamic needs such as assortment planning and placement, retail execution strategy, fixture coordination, item database management, brand marketing, and analytics. Founded in 1980, we have been a trusted resource partner to consumer healthcare product manufacturers; chain and independent drugstores; food, mass, convenience, dollar, and online retailers; retail technology providers; industry associations; and healthcare distributors.

Visit [hamacher.com](http://hamacher.com) for more information.