

NFRA Convention Retailer Business Meeting Best Practice

Most retailers don't have enough time at the NFRA Convention to meet with all the companies that they would like to see. One retailer has found a way to overcome that and **we want to share that strategy and recommend you try it.**

It is called **"Meet the Manufacturer"** and here is how it works:

Reserve the last hour of your day to meet with companies that did not fit into your meeting schedule. Offer these companies the opportunity to meet with you during that hour on a first-come, first-served basis where they get five minutes to present an overview of their company/product, plan, etc. Send them an agenda in advance of what you want covered – see the sample below.

Albeit brief, **a relationship is started**, contact information can be exchanged and follow up can be determined.

Below is a sample meeting agenda to provide to Manufacturers in advance so they can prepare and make the most of their short meeting time with you.

SAMPLE AGENDA

- Company and Product Overview
 - Current distribution and business overview in our marketplace
 - Live samples to try
 - Proposed business model
 - Do you have a sales agent representing you
 - Cost
 - Retail
 - GM
 - Reclamation process
 - Delivery model
- What differentiates the product from others?
- How will the category benefit from adding this product/product line?
- Final Questions