

Instructions

1. Use this checklist to prepare for your meetings with food & drink buyers.
2. Gather the relevant information for each of the 6 categories (on the left).
3. If you can tick all *relevant* items in the checklist you will be well prepared to answer buyers' questions.

Checklist for Selling to Food and Drink Buyers

<p>1. Figures</p> <p>Know them; if you can't remember them write them down.</p> 	<input type="checkbox"/> Mark-up <input type="checkbox"/> Gross margin <input type="checkbox"/> Net margin <input type="checkbox"/> Recommended retail selling price <input type="checkbox"/> Wholesale price <input type="checkbox"/> Volume discount(s) <input type="checkbox"/> Your negotiation limits
<p>2. Shelf-Life & Storage</p> <p>Make it clear whether your product requires ambient or chilled (or frozen) storage</p> 	<input type="checkbox"/> Shelf-life, ambient <input type="checkbox"/> Shelf-life, fresh <input type="checkbox"/> Shelf-life, frozen <input type="checkbox"/> Storage (e.g., temperature) requirement <input type="checkbox"/> Shelf-life tests verified by certified organisation. Proof?
<p>3. Ingredients</p> <p>What claims can you make?</p> 	<input type="checkbox"/> 'Free-from' spec (e.g., gluten, [trans] fats, sugar, nuts) <input type="checkbox"/> Local sourcing <input type="checkbox"/> Ethical sourcing (e.g., organic, fair trade) <input type="checkbox"/> Seasonality (e.g., Yorkshire forced rhubarb) <input type="checkbox"/> Food hygiene accreditations (e.g., SALSA, BRC)
<p>4. Selling Support</p> <p>How will you help your buyers sell your products?</p> 	<input type="checkbox"/> In-house tastings <input type="checkbox"/> Special offers <input type="checkbox"/> Seasonal offers (e.g. Halloween) <input type="checkbox"/> Free product for promos <input type="checkbox"/> Point of sale promo pieces (e.g. flyers, shelf-barkers) <input type="checkbox"/> Pack sizes available
<p>5. Distribution</p> <p>What are your distribution arrangements?</p> 	<input type="checkbox"/> Frequency (i.e., weekly, monthly, etc.) <input type="checkbox"/> Ability to supply emergency re-stocks <input type="checkbox"/> Order taking procedure (e.g. frequency such as weekly) <input type="checkbox"/> Returns policy <input type="checkbox"/> Minimum order (or value)
<p>6. Terms of Business</p> <p>What are your trading terms?</p> 	<input type="checkbox"/> Invoice drop date <input type="checkbox"/> Delivery note <input type="checkbox"/> Payment terms: payment method & credit terms <input type="checkbox"/> Product query (complaint) procedure