

How To Get Listed In Your First 100 Bars.

Tips From Challenger Brands' Field Sales Leaders

To Do List

- Target List
- Research
- Follow Up
- Delivery
- Rate Of Sale





⁰¹
Finding the right venue.

⁰²
Data, Data, Data.

⁰³
Get in their face and sell.

⁰⁴
**Keep following up
to stay stocked.**



“To get to the first 100 bars, you must understand how to get into the first 10. Then you will iterate and course correct. You will drop a few of those ten as they were suboptimal, and those remaining will grow.

It’s crucial to consolidate the rotation in the first batch of outlets before expanding distribution; otherwise, you will burn opportunities in the city very quickly.”

Chris Maffeo

Founder & Host Maffeo Drinks Podcast

01.

Finding The Right Venues.

To get listed in your first 100 bars, start by making a list of 100 places you'd like to be stocked in. Sounds easy?

Think about why you started your brand and the gap in the market that you identified and use that to guide how you build this list.

Does your brand suit smart bars in financial districts, or cheap student pubs?

Now stop putting it off, and get out there! Plan routes that you can do each day, trying to visit at least 10 venues per day.

Using these insights you'll make get stocked in, say, 10 venues. Great! But the way you're going to get to 100 is by looking at the 90 that didn't stock you, finding out why, and using that to build a new list of venues to target.

"Make a suitable & credible prospect list - don't just send those field sales soldiers out with one boot on! Think about the the right venues and drinking occasions and the right geographies and cities."



Jenny Mary Elliott,
Founder JME Drinks
Consultancy



"Be prepared to roll your sleeves up and do whatever it takes. No one else will have the passion for your brand or product that you do, so get out there yourself rather than hiring someone else to do it. You'll get through a lot of pairs of shoes with the amount of ground you'll need to cover, but it's essential."



Jesse Wilson,
Founder & CEO JUBEL

01. FINDING THE RIGHT VENUES.

Google Maps is the place to start looking for target venues, but it doesn't have the ability to **save venues to different lists** or to **plan the most optimised route** so you can get the most out of your day.

“Try to be as targeted as possible in your approach to driving new distribution and be clear in your own mind why you are targeting these venues. Be ready not only to communicate why your brand will work in their venues, but what specifically you will deliver for their business that other brands won't.”



Kurtis Mcdade
Head of Sales at Signature Brew

Bowimi's prospecting tool puts Google Maps front and centre, but gives you the functionality that every field sales rep needs to get out of the office, and onto the pavement. **Learn more here.**



02.

Data, Data, Data.

Data can be split into two categories. The obvious, easy to remember stuff, and the stuff you wish you'd asked about and can't remember now.

It's the latter that will give you an unfair advantage in the field.

Here are some examples of things to make a note of:

- Do they stock competitors or complimentary products?
- Reasons they can't or won't buy. so you can turn them into positives. If you're getting a no, why? Can you turn it into a yes?

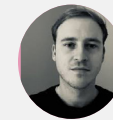
- What kind of promotions could you run here?
- Who do they buy through? Can they purchase your product?
- When are they refreshing cocktail menus and/or range reviews?

"Gather and collect data from your prospect's area so you understand the challenges and opportunities that your team will face. Also gather data on competitor pricing & availability, menu listings RTM info and existing contracts. All this will give you a clear picture of what and who you can go after, and what resources you need to close it"



Jenny Mary Elliott,
Founder of JME Drinks Consultancy

"Don't get analysis paralysis. Data is amazing, but only when you can use it. Make sure you're capturing the right data, but don't let it get in the way of a great relationship."



Dom Bowcock,
Co-Founder Bowimi

Worried your spreadsheet's going to get messy?

Bowimi helps brands like Beavertown and Lucky Saint (and 100s of challenger brands) collect and visualise the data that they collect from their visits that help them move more stock in new and existing venues. **Learn more here.**



03.

Get In Their Face & Sell.

On average it takes 7 points of contact for you to get stocked in a venue.

Getting in front of people is the most important thing. In this industry, people rarely have time to check their emails or answer their phones, so you need to catch them in person.

When you're talking to them have samples with you to taste there and then, or leave behind. Then agree on next steps.

Make sure you stick to your word and send further information if required and follow up when you say you're going to follow up.



“Often it’s ourselves that get in the way of the ‘extra’ follow-up as we feel we are ‘annoying’. We forget that they are seeing 100s of other people, doing multiple tasks each day. Fundamentally, no one is thinking about your brand as much as you are. Consistent repetition pays off and shows your prospective accounts that you will be there for them.”



Seb Smuts,
Founder Drinks LLAB

“Think about why a bar needs your product - put yourself in their shoes rather than just looking through an introspective lens. If they do want your product, it will be hard to land wholesalers without established and proven demand, so be willing to sling stock in the back of your car and deliver directly to accounts to get sales going.”



Jesse Wilson,
Founder & CEO JUBEL



04.

Keep Following Up To Stay Stocked.

You've closed the deal and you're stocked in a new location! Now the hard work starts, we need your product to fly through the warehouse, which means we need to help our venues sell it.

Keep visiting your stockists and help them sell your product. If you're not on it, the first empty bottle might be thrown in the bin and your brand forgotten about.

Find out how sales are going, do they need to reorder (fingers crossed), what has the feedback been from their customers, how can you support further? Find any excuse for your brand to be front of mind.

"Don't just sell them a bottle. Help them get rid of it ASAP! How? Start from the glass backward. How many cocktails are in one bottle? Explain to them what needs your brand solves. If they don't finish their first one, they will never buy the second one."



Chris Maffeo,
Founder & Host Maffeo Drinks Podcast

“A top priority when gaining new listings is that the bar staff are trained and understand your brand. They are the shop window and influence customer purchases day in day out. Also be aware bar teams are super busy people and your campaign or POS isn’t a priority unfortunately. If you want POS to be placed in a venue be willing to do it yourself and support where you can.”



Dom Jones,
ex Diageo, Monster & Twinings



Challenger Brands That Use Bowimi See Results Sooner.

Bowimi is a field sales app that helps reps, managers and founders get a grip of their activity in the field.

Reps who use Bowimi visit more locations per day, collect useful data and have better visits.

Instead of getting bogged down in spreadsheets, leadership teams have access to insights on their trade activities through interactive dashboards, built on data that reps have collected.

Manage your customers, prospects, route planning, data capture, ordering, sales performance, surveys, track sampling, ambassador activity, reporting and much more, all from the palm of your hand.

“Bowimi makes sure a field sales manager is always on top of new wins, orders, marketing spend and most importantly - how often the team are walking through doors.”

“You can’t buy time - right? Wrong! If you get Bowimi you used to spend filling in spreadsheets or as a line manager building reports for the board. Bowimi’s field sales reporting can do that for you.”



Jenny Mary Elliott,
Founder JME Drinks Consultancy

Get started at £59 per user, per month and get stocked in 100 bars in record time!

[Learn More >](#)



A Special Thanks To...



Jenny Mary Elliott

Founder
JME Drinks Consultancy



Jesse Wilson

Founder & CEO
JUBEL



Seb Smuts

Founder Drinks
LLAB



Kurtis McDade

Head of Sales
Signature Brew



Chris Maffeo

Founder & Host
Maffeo Drinks Podcast

