

How To Get Listed In Your First 100 Stockists.

By 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 **Multiple Touchpoints.**

⁰⁴ **Keep following up
to stay stocked**

01.

Finding The Right Stockists.

To get listed in your first 10 stockists, 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.

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

Eventually you'll make get stocked in, say, 10. 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 stockists 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 STOCKISTS.

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.

The obvious stuff, and the stuff that will give you an unfair advantage.

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

- Do they stock competitors or complimentary products?

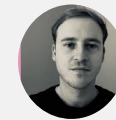
- Reasons they can't or won't buy. so you can turn them into positives. If you're getting a no, why? Can you turn it into a yes?
- What kind of promotions could you run here?

"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 **Huel** (plus 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 stockists. **Learn more here.**



03.

Multiple Touch-points.

It's going to take about 7 points of contact for you to get stocked...

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

When you're talking to them, arrange for them to get samples and find convenient times for future meetings.

Make sure you stick to your word and send the samples, turn up on time, and follow up when you say you're going to follow up.

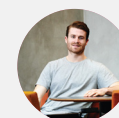


“Often it’s ourselves that get in the way of of the ‘extra’ follow-up because we feel annoying. We forget that they are saying 100s of other people each day and no one is thinking about your brand as much as you.”



Seb Smuts,
Founder Drinks LLAB

“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 stockists sell it.

Keep visiting the stockist, ask if they need to order any more, whether they're moving more or less than they hoped, and what you can do to help them sell more of your product.

You can also carry out compliance checks, that involve making sure your product is best placed to sell and asking what else you could do to help them move more stock.

“Think about the customer journey and how to position your product correctly - if you're repping a chilled drink for example can you try and position yourself higher up in the fridge so you're easier to spot, or use POS to tell customers that your drink is served at this venue, even better - can you get on the menu?”



Shani Higgs,
Head of Sales at Perfect Ted

Brands That Onboard Bowimi Get An Unfair Advantage

Realising you need to get your product in more stockists is a daunting moment. There are a lot of options out there. You can get out there and do it yourself, you can hire a small team to get started or you can engage an agency to do it for you.

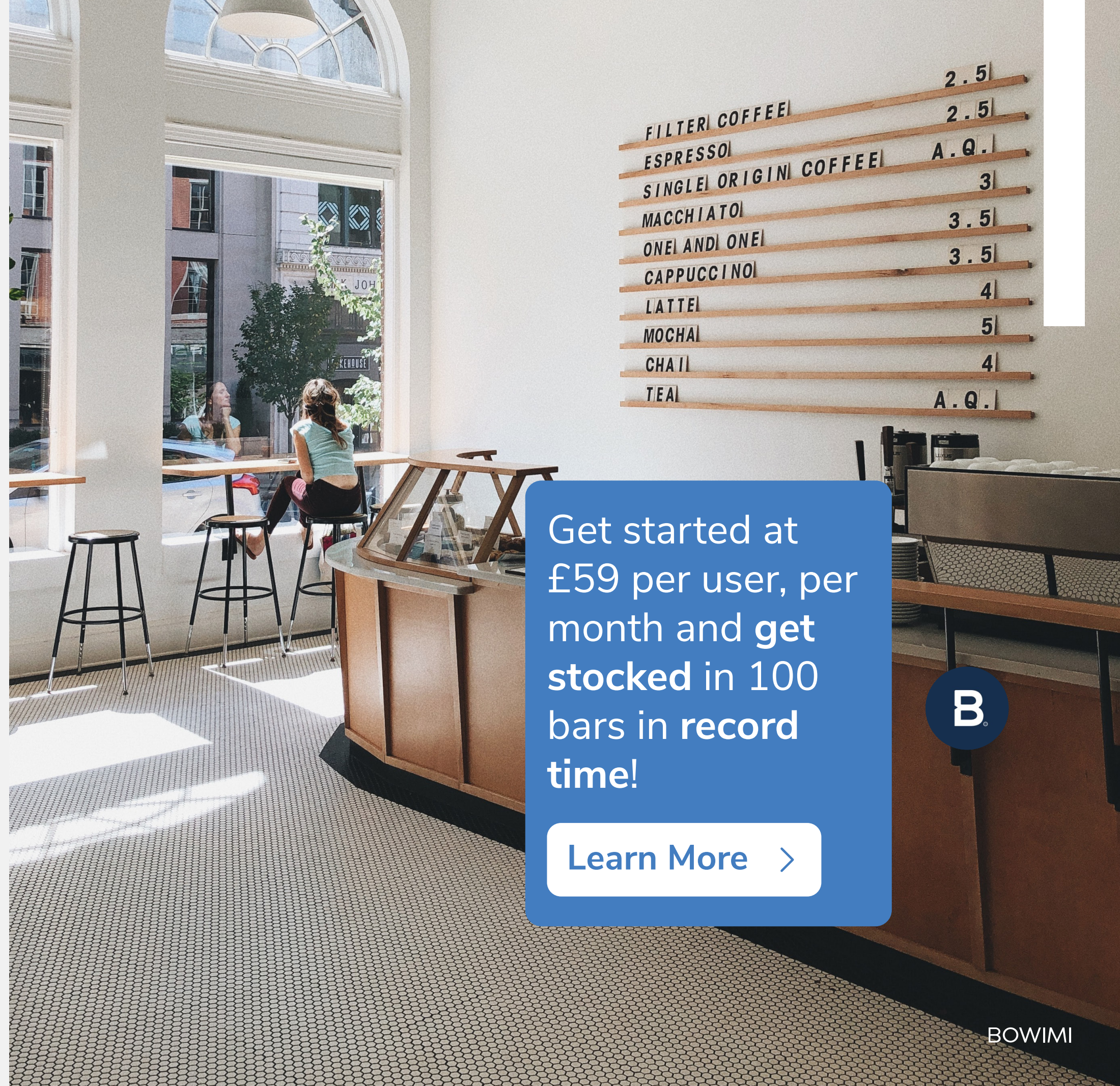
One thing you can't rely on, is your distributors pushing your product for you.

Besides larger brands like Beavertown and Oatly, Bowimi has helped lots of challenger brands grow through field sales.

Our prospecting feature helps reps plan their day in record time, from their phone, and the search functions help them target the right stockists.

When on-site, reps can fill out surveys that help them capture all the information you need to make decisions on growth.

It's a very visual platform, but it's affordable too. Take a free trial or book a demo of Bowimi and see what you're missing out on.



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ESPRESSO	2.5
SINGLE ORIGIN COFFEE	A.Q.
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Get started at £59 per user, per month and get stocked in 100 bars in record time!

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A Special Thanks To...



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