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Special Message:

Selling Supermarkets I

Supermarkets are big accounts that will generate lots of sales and a big return for your efforts. So it's well worth your time to do some planning before you walk through the supermarket door to talk with the manager.

First, if you are new to selling the grocery market, you need to understand the various needs of this valuable prospect. In the modern supermarket, there are many cleaning and sanitation challenges, and there are also appearance needs that are not immediately apparent.

It is good for you to re-read my main Getting Your Share article for this month, and this month's Brand Aid article at www.theintegraprogram.com. These will give you a feel for the grocery market before we go any further.

The manager of a grocery store has a strong desire for two things:

1. Store sanitation – he or she is subject to both state and local health department regulations, and this same manager is also well aware of the “Food Lion syndrome.”
2. Store Presentation – The supermarket manager is very concerned with his store's image, and cleanliness is very much a part of this.

These two management desires give you a natural lead in with INTEGRA products. You can talk about performance and the INTEGRA “look.”

When you approach the manager, you will want pictures of INTEGRA Systems. You will also want to be carrying an INTEGRA Activator™ and an INTEGRA Capsule. These two items will pique the manager's attention, and give you a starting subject (demonstrating the safety and simplicity of INTEGRA).

The market's general manager will have several department heads reporting to him, and your goal is to demonstrate the INTEGRA concept to as many of them as possible. Seeing the general or store manager will clear the way for meetings with department heads, and also gain the tacit approval of the store manager on INTEGRA (if he or she likes the INTEGRA concept, you'll automatically get to the department heads).

Thus, you start with the store manager. Yes you'll still have to sell everyone else, but if the manager isn't behind you, you won't get the business anyway, so you start there.

In my next special issue, I'll talk about selling the specific departments.

Good Selling,

John White

First gets the business, second gets the leftovers, third gets thrown out - which one are you?