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Special Message:

## **Selling C-Stores II**

In my last special message, I talked about ownership of C-Stores, and possibilities for approaching them with sales proposals. In this special message, I'm going to talk about sizing up the typical C-Store in terms of product volume.

Looking at a typical store, you'll have a basic core of product needs going in. These are Floor, glass, multi-surface cleaning, and bathroom cleaning. You can take for granted that these needs are in every store.

In an average store, this business will bring you about \$200 in monthly sales. Not too bad, you'll have to put up a couple of dispensers, but that's it.

Looking past the basics, you'll probably see a deli with a pot & pan sink setup. This will require a detergent and sanitizer. You'll also need a good degreasing cleaner, a sanitizer, and possibly an oven & grille cleaner. In some cases, you might provide a scale remover and a drain maintenance system. All this business will likely bring in another \$200 per month.

Add to this the other things you might have in your sales portfolio – hand soap, mops, buckets, paper, mats, etc., and the typical C-Store could bring in a total of five to six hundred dollars in monthly sales – a pretty good account.

You'll have to invest some time in maintaining dispensers, and the like, but the one hour per month in time you invest will be well worth it.

Service is really the key to selling the C-Store. Maintaining working dispensers is critical to customer satisfaction. The C-Store manager is no different than any others. He or she will appreciate your efforts, and buy more products from you as needs arise.

The good thing about this business is that there will likely be more than one of these units in your territory. Three or four of these will give you a good chunk of profitable business!

Approach C-Stores with the attitude that there's power in numbers. A chain of twenty to thirty stores could bring your company \$150,000 to \$200,000 per year. This is substantial business.

As I said in my last message, these stores are just as approachable as any other business, and like all other businesses, they depend on vendors like you, and they're always looking to improve on what they've got (aren't you?).

It's human nature, people always want something better. Make the calls, and you can be the solution.

Good Selling,

John White

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