5 Tips to Creating a Line Sheet That Retailers Understand

Presented By:

www.retailminded.com
Let's Get to the Point Here...

This is a Line Sheet.

Items are sold in cases of 6 units per sku. Stone colors will vary due to natural stones used. Opening Orders consist of 48 units. Re-orders consist of 24 units. All products available 45 days after order is received and processed. Gain additional order & shipping details on attached Order Form.

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Our Goal is To Help You Create Line Sheets That Are:

1. Easy to read
2. Easy to Order From
3. Easy for Retailers to Understand

PLUS!

We want you to know the difference between a line sheet & look book.

www.retailminded.com
TIP #1
A LINE SHEET ISN’T ABOUT VENDORS. IT’S ABOUT RETAILERS.

• Your audience is who matters – not you
• Communicate with retailers in mind
• Speak retail “lingo” and avoid wholesale chit chat
• Get straight to the point – retailers are busy
• Be concise, clear & correct in your communication
• Cater to retailer’s needs, demands and customers
KNOW YOUR RETAIL AUDIENCE!

• What brands are currently sold in their store?
• What are their average product price points?
• What inventory categories do they offer?
• Who are their retail neighbors?
• Who is their customer?
• Who is their buyer?

Why would they want your product in their store?
TIP #2
OFFER DETAILED INFORMATION IN YOUR LINE SHEETS

• If you don’t have the details, you aren’t ready for line sheets
• Identify all points that a retailer would want to know
• Answer questions before they are asked
• Be consistent with details among each of your products
• Be accurate in your details, offering facts only
• Consider your retail sector & competition to be most effective in your communication

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10 MUST HAVE DETAILS FOR ANY LINESHEET:

1. Product name
2. Sku Number
3. Wholesale price
4. Manufactured Suggested Retail Price (MSRP)
5. Size Options
6. Color Options
7. Case Packs / Quantity Purchase Options
8. Availability
9. Order Terms
10. Shipping Terms
TIP #3
USE STRONG PRODUCT IMAGES

• Aim for professional looking, even if not professionally taken
• Only use images that are “floating” vs. with a background
• Save lifestyle images for other parts of your Buyers Packet & look book - but not your line sheet
• Be consistent with your photo layout among products
• Be accurate in your photo details, updating photos as products change even a little bit
• Use 300 dpi images or higher for best photo resolution in both print and digital line sheets
WHILE BOTH HAVE “WHITE” BACKGROUNDS, ONLY ONE FLOATS SEAMLESSLY.

Floating Image Example:          Non-Floating Image Example:
Lavender Bath Soak – Sku # EA01  
Wholesale $8  
MSRP $16  
Available 3/1/2013

Lavender Baby Shampoo - Sku # EA02  
Wholesale $10  
MSRP $20  
Available 3/1/2013

Baby Shampoo – Sku # EA03  
Wholesale $8  
MSRP $16  
Available 4/1/2013

2 in 1 Baby Gel – Sku # EA04  
Wholesale $8  
MSRP $16  
Available 4/1/2013

Earth Angel Baby  
info@babyearthangel.com  
646.727.4658  
www.babyearthangel.com
TIP #4
Identify Order Terms & Availability

• Even if you want sales tomorrow, that doesn’t mean you are ready to ship
• Be realistic with when product will be available based on production
• Identify availability in one concise statement or per item if it varies
• Identify any exceptions that may occur, such as one-of-a-kind items or limited production runs
• State your opening order terms as well as re-order terms
• List any specials you are offering on line sheets to ensure efficient communication

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WHAT TERMS ARE RIGHT FOR YOU?

1. Consider Your Production Time
2. Consider Your Typical Buying Cycle
   a. This Will Vary Per Retail Sector
   b. Refer to Your Industry's Trade Show Calendar
3. Consider Your Overhead Costs
   a. Shipping
   b. Insurance
   c. More
4. Consider Your Competition
5. Consider Your Audience
TIP #5
BE POLISHED, PROFESSIONAL & CONFIDENT IN YOUR PITCH

• Never pitch your product & release your line sheets, Buyers Packet or any other information prematurely
• Be prepared in all aspects of your pitch to be effective in your line sheet review
• Identify what you are currently missing to reach your goal of completing a line sheet
• Include the other essentials of a Buyers Packet with your line sheet
BUYERS PACKET
ESSENTIALS:

1. Introduction Letter
2. Company / Product Overview
3. Line Sheets
4. Price Sheets
5. Order Forms
6. Fabric Sample Cards (depends on product)
7. Color Sample Cards (depends on product)
8. How To Use Sheets (depends on product)
9. Look Book
10. Press Clippings and / or Testimonials

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IN REVIEW:

5 Effective Tips To Creating Line Sheets Retailers Will Understand...
TIP #1
A LINE SHEET ISN’T ABOUT VENDORS. IT’S ABOUT RETAILERS.

TIP #2
OFFER DETAILED INFORMATION IN YOUR LINE SHEETS.

TIP #3
USE STRONG PRODUCT IMAGES.

TIP #4
IDENTIFY ORDER TERMS & AVAILABILITY.

TIP #5
BE POLISHED, PROFESSIONAL & CONFIDENT IN YOUR PITCH.
Final Tip:

Trust Your Product & Trust Your Branding

**Product Details:**

The Mommy Mitten is water resistant, durable and machine washable - the perfect combination for busy moms! A heavy-duty Velcro along its edges ensures a tight fit to keep the cold air away from your hands, while also including a generous external zipper pocket for storing keys, cell phones, money or even your baby's pacifier.

When laying flat, the Mommy Mitten measures 18” x 21”. When the product is attached to a stroller handlebar, it measures 9“ x 21”.

Order & Re-order recipes are identified on the Order Form.

**Product Materials:**

- The *outer layer* consists of 50% Polyester & 50% PU
- The *insulating core* is 100% Polyester
- The *inner layer*, which comes in contact with your hands, is 100% Polyester fleece in Pink or Aqua.

Mommy Mitten / Pink
Wholesale: $15
Case Pack / 6 units: $90
MSRP: $29.99
Sku #: 804879185406
Color: Pink

Mommy Mitten / Aqua
Wholesale: $15
Case Pack / 6 units: $90
MSRP: $29.99
Sku #: 804879185413
Color: Aqua

Active Urban Mom, LLC • Mommy Mitten • 255 W. 76th Street • New York City, NY 10023 • 646.418.1311
info@mommymitten.com • www.mommymitten.com
You just learned the tools to do it all yourself, but…

We know that some of you would prefer NOT to do it yourself!
If that’s you, no worries. Nicole can do your buyers’ packet.

Get the info here: http://bit.ly/UKuiikt
Thank you.