

5 Tips to Creating a Line Sheet That Retailers Understand

Presented By:



Let's Get to the Point Here...

This is a Line Sheet.



Line Sheet, page 1

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.



Bohemian Bargi in Canadian Jade
Wholesale \$19
Retail \$38
Sku SB102



Bohemian Bargi in Turquoise
Wholesale \$24
Retail \$48
Sku SB103



China Cat Gold
Wholesale \$24
Retail \$48
Sku SB104



Eyes of the World
Wholesale \$29
Retail \$58
Sku SB105



Green with Envy
Wholesale \$39
Retail \$78
Sku SB106



Mediterrian Madness
Wholesale \$44
Retail \$88
Sku SB107



Midnight Madness in Silver
Wholesale \$24
Retail \$48
Sku SB108



Stella is Wonderful
Wholesale \$44
Retail \$88
Sku SB109



Nautically Nice
Wholesale \$24
Retail \$48
Sku SB110



Not Fade Away
Wholesale \$24
Retail \$48
Sku SB111



Pucker Up
Wholesale \$29
Retail \$58
Sku SB112



Purple Haze
Wholesale \$24
Retail \$48
Sku SB113

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.**

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

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:



Note How
The
Images
Here Do
Not Float

& lack in
professional
appearance



Line Sheet
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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

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

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

Mommy Mitten™

Line Sheet

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 • 235 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/UKuikt>

Thank you.

