

# **BROKERS**

NATURALLY BOULDER SPRING EDUCATION SERIES 2012

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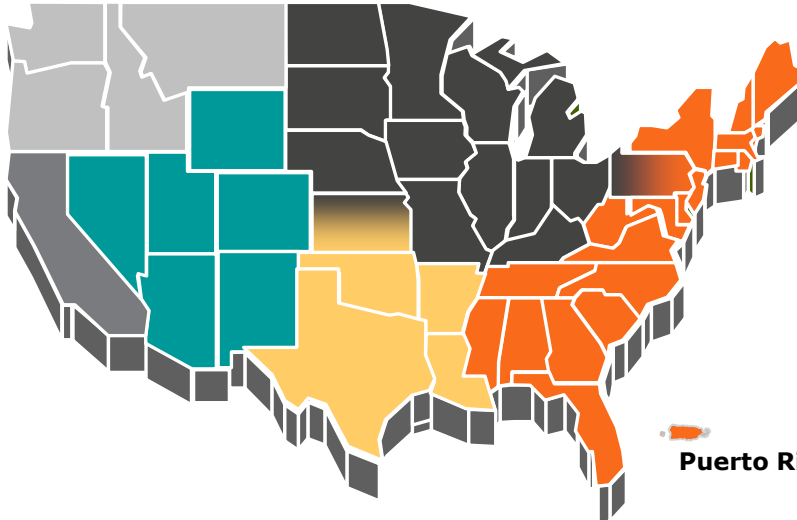
**Territory Coverage**



**Alaska**



**Hawaii**



**Puerto Rico**

- NORTHWEST**
- Alaska
  - Idaho
  - Montana
  - Oregon
  - Washington

- WEST**
- California
  - Hawaii

- SOUTHWEST**
- Arkansas
  - Kansas
  - Louisiana
  - Oklahoma
  - Texas

- MIDWEST**
- Illinois
  - Indiana
  - Iowa
  - Kansas
  - Kentucky
  - Michigan
  - Minnesota
  - Missouri
  - Nebraska
  - North Dakota
  - Ohio
  - South Dakota
  - Western Pennsylvania
  - Wisconsin

- ROCKY MOUNTAINS**
- Arizona
  - Colorado
  - New Mexico
  - Nevada
  - Utah
  - Wyoming

- EAST**
- Alabama
  - Connecticut
  - Delaware
  - Florida
  - Georgia
  - Maine
  - Maryland
  - Massachusetts
  - Mississippi
  - New Hampshire
  - New Jersey
  - New York
  - North Carolina
  - Pennsylvania
  - Rhode Island
  - South Carolina
  - Tennessee
  - Vermont
  - Virginia
  - West Virginia
  - Puerto Rico

# WHY?

Why do you hire a Broker?

Because;

1. Distributors won't talk to you.
2. Retailers won't talk to you..... outside of individual local stores.
3. Brokers provide feet on the street, a sales force.
4. Brokers are experts at;
  - Sales
  - Merchandising
  - Categories
  - Relationships
  - Trends

# WHEN?

## When do you hire a Broker?

1. When you have been asked to by the distributor or retailer, right?

not necessarily

2. You should have a solid revenue stream in place.

3. You should have solid local placement.

And/or

4. You are ready to grow beyond the local CO environment.

5. And have strong financial assets

# WHAT?

What does a Broker do for you?

- Relationship building
- Sales
- Paperwork
- Problem solving
- Promotional management
- Category management
- Gap fill
- Branding/Identity

What is the difference from one Broker to the next?

- Specialty.

# WHO?

Who do you select to be your Broker?

Know your company, your vision, and your audience.

Who are you?

What kind of product do you have?

- a. Grocery, bakery, chill, frozen, specialty or NBC?
  - b. Fresh, GF, Vegan?
2. What are your goals for growth and distribution?
  3. What is your budget?

# HOW?

How do you manage your Broker?

**COMMUNICATION**

**DETAILS**

How does a Broker help you?

1. Store visits
2. Headquarter visits
3. Paperwork
4. **COMMUNICATION**
5. **DETAILS**

# WHERE?

- **GEORGRAPHY**

national, regional, international

- **CATEGORY**

sub-category

- **STORE FORMAT**

Drug Food Mass, Natural.

- **SHELF PLACEMENT**

category