



MB COSMETICS LAB PRESENTS...

# THE ULTIMATE GUIDE TO RETAIL PITCHING

GETTING YOUR PRODUCTS INTO STORE IS ABOUT TO BECOME A LOT EASIER







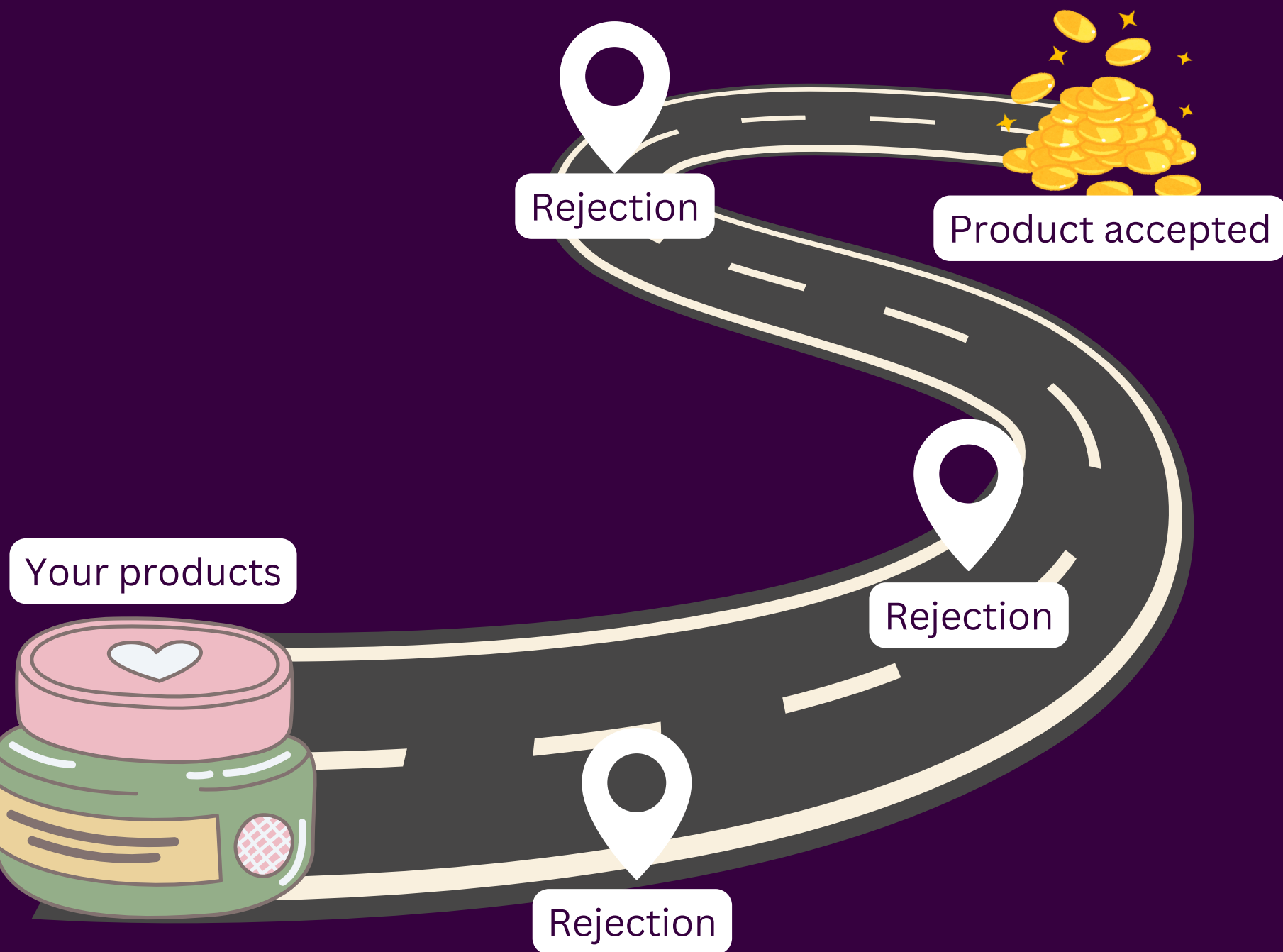
# “ Hi I’m Rose”

I hope you share my enthusiasm because what you're about to discover will give you a significant edge over your competitors. This unique resource guide unveils exclusive information that retail experts have kept secret for years... until now.

If this is our initial encounter, allow me to introduce myself. I go by the name Rose, and I hold the position of CEO & Founder at MB Cosmetics Lab, a rapidly growing cosmetic manufacturer that focuses on custom formulations and private labels with low MOQ. Our team is passionate about assisting emerging brands in expanding to various retailers worldwide and guiding them on how to succeed in the market.



# FIRST, PREPARE FOR REJECTION



Success hinges on our capacity to handle rejection. Rejection from one retailer does not equate to failure. I believe that what is meant to happen will happen. Stay positive, as a better opportunity could be waiting for you. Remember, everything unfolds for a purpose, and by following the guidance in this document, you are on the path to success.

# THE RIGHT PLACE, THE WRONG TIME.

There are numerous factors that impact a Retail Buyer's receptiveness towards you. One of the key factors? Timing. Often, the rejections you face when trying to make a sale are not personal; it's mainly about the timing. What you presented might not have been a top priority for the Retail Buyer at that moment.

Remember, rejection is usually not about you or your product. Be confident in your product line! Rejection can occur when you pitch your fantastic product to a Buyer who isn't actively looking for it, especially if it's not on their immediate purchase list for the upcoming season. Put yourself in their shoes – how would you respond to a request that wasn't urgent for you? You might politely decline or suggest getting in touch later.



# WHAT YOU EXPECT THE SALES CYCLE TO LOOK LIKE



There are four types of retailers, who look for certain products at certain times of the year. We will dive into this over the next few pages.



# MULTI-DOOR MASS RETAILERS

Your preferred retailers likely include some major names, and that's great! Multi-door mass market retailers are large companies with numerous stores, offering a wide range of products at competitive prices. They aren't all necessarily luxury retailers, but they focus on meeting customer needs. If a product is trending, they'll stock it at a good price. These retailers plan far in advance; for instance, they finalise Holiday season stock by August, not October. By then, they're already preparing for the next year. Luxury retailers include Selfridges, Harrods, and Flannels. Other retailers include Boots, Superdrug, and Target.

Their success hinges on meticulous planning to optimise impact and profit. This includes determining shelf layouts for new products, coordinating marketing campaigns, and meeting delivery deadlines. Adhering to the Retail Pitch Calendar ensures you pitch at the right time. If a buyer says you contacted them too early, it's better to be ahead of schedule than miss the opportunity altogether.



# ONLINE RETAILERS

Online retailers leverage convenience to offer shoppers a wide range of products that cater to their needs. They typically acquire their final summer collections in late May, have them on their website by the first week of June, and actively promote them to meet customer demands. Stores like Lookfantastic follow this strategy.

Another option is utilizing Amazon FBA, where you can ship your products directly to Amazon for them to manage the rest.

For more information, visit:

[https://sell.amazon.co.uk/fulfilment-by-amazon?ld=SEUKFBAAdGog-Top-Kwds\\_14921146748\\_129850349469\\_kwd-23792740295\\_e\\_648673943967\\_c\\_sig-Cj0KCCQjww5u2BhDeARIsALBuLnM9MF0rLHSWT2TeyDLBLKUIBpKA7SQjvZmteJOy\\_BlKrfRcbQ9STXUaAoIFEALw\\_wcB\\_asret\\_&id=go\\_cmp-14921146748\\_adg-129850349469\\_ad-648673943967\\_kwd-23792740295\\_devc\\_ext\\_prd-](https://sell.amazon.co.uk/fulfilment-by-amazon?ld=SEUKFBAAdGog-Top-Kwds_14921146748_129850349469_kwd-23792740295_e_648673943967_c_sig-Cj0KCCQjww5u2BhDeARIsALBuLnM9MF0rLHSWT2TeyDLBLKUIBpKA7SQjvZmteJOy_BlKrfRcbQ9STXUaAoIFEALw_wcB_asret_&id=go_cmp-14921146748_adg-129850349469_ad-648673943967_kwd-23792740295_devc_ext_prd-)



# MULTI-DOOR GROCERY

What was once limited to high-end stores is now available at mainstream chains such as Tesco, Asda, and Carrefour, which feature dedicated sections for natural products. As a result, these buyers are actively seeking quality brands to meet the rising demand.

However, competition for shelf space remains intense. Buyers at these retailers handle numerous inquiries each year, with strict product consideration timelines and longer lead times. They typically start scouting for products months in advance, with summer collections sometimes selected as early as February. This early planning is essential for optimal shelf placement, advertising, and order fulfillment. While the Retail Pitch Calendar is helpful, it's best to check with individual buyers at Tesco, Asda, or Carrefour for their specific product review schedules.



# INDEPENDENT RETAILERS

Independent Retailers are typically single-location businesses owned by an individual, a group, or a family. They usually have few employees and modest sales compared to mass retailers. However, many successful brands began by partnering with these retailers due to their accessibility and potential for growth. Independent Retailers include spas, boutiques, gift shops, salons, fitness studios, and single-location food co-ops.

For new wholesalers or emerging brands, Independent Retailers are an excellent choice. Showcasing your product at these retailers can impress mass-market buyers, demonstrating demand and desirability. Building relationships with these retailers offers valuable connections and opportunities for growth before tackling the mainstream market. They also tend to have more flexible decision-making timelines, allowing you to pitch products close to key dates like Black Friday and still secure deals. While last-minute pitches aren't ideal, Independent Retailers are more adaptable than larger chains.



# EXAMPLES

To introduce your women's shaving products to Multi-door Mass Market Retailers, start pitching in October and November to ensure placement by spring. This timing aligns with the season, as spring signals warmer weather and increased skin exposure. Retailers typically prefer to stock your product from spring through early fall, covering more than just the summer months.

Consider adding a sunscreen to your skincare line. To have it available by summer, you must start engaging Multi-door Mass Market Retail Buyers as early as January. These retailers plan months ahead, so established brands prepare their products well in advance. For the same sunscreen, target Independent Retailers starting around April. They operate on a smaller scale and can make purchasing decisions closer to the season.



# LET'S SHARE THE SALES PITCH CALENDAR

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
MULTI DOOR MASS MARKET	SUMMER					FALL				NEW YEAR/ SPRING			
Major retailers such as Holland and Barret, Sephora, etc.	SPF, first aid, detox supplements, lightweight foundations, tanning products, bug repellent, insect bite cream, aftersun, anti-frizz products					E.G Candles, autumn eyeshadows, nail polish autumn shades...				Body care, baby lines, anti aging skincare, healthcare supplements, easter producrs			
MULTI DOOR GROCERY		SUMMER			FALL				NEW YEAR/ SPRING				
Retailers such as your local grocery store. Grocery stores sell cosmetics		SPF, first aid, detox supplements, lightweight foundations, tanning products, bug repellent, insect bite cream, aftersun, anti-frizz products			E.G Candles, autumn eyeshadows, nail polish autumn shades...				Body care, baby lines, anti aging skincare, healthcare supplements, easter producrs				
INDEPENDENT RETAILERS				SUMMER			FALL				Body care, baby lines, anti aging skincare, healthcare supplements, easter producrs		
Independent stores, including single locations.				SPF, first aid, detox supplements, lightweight foundations, tanning products, bug repellent, insect bite cream, aftersun, anti-frizz products			E.G Candles, autumn eyeshadows, nail polish autumn shades...						
ONLINE RETAILERS				SUMMER			FALL/WINTER					Body care, baby lines, anti aging skincare, healthcare supplements, easter producrs	
Retailers that run online stores such as Look Fantastic, Beauty Bay, ect.				SPF, first aid, detox supplements, lightweight foundations, tanning products, bug repellent, insect bite cream, aftersun, anti-frizz products			E.G: Moisturiser, aromatherapy, seasonal candles, colour pallets, gift boxes, advent calendars						



# IMPORTANT

When observing online retailers, it's common to see the fall product planning coincide with the Christmas season. This is due to the channel's rapid decision-making process and the swift turnaround time for adding products to their websites. As a result, fall considerations often overlap with holiday purchasing. The holiday season is a significant period for online purchases.



A woman with long dark hair is smiling and looking towards a man with curly hair who is also smiling. They are sitting at a white table. The image has a purple overlay.

# FINDING RETAILERS

Start local, start in your community, and make use of opportunities in your city. Make a list of retailers you would like to work with. You can also take it a step further and do market artisan fairs, talk to small retailers, and establish rapport. Get your name out there. Once you start to get a few small retailers you will be able to wow larger businesses. You will notice that more requests will come your way.



# SCALING BEYOND LOCAL

To scale your business further, get yourself on Google and look for some popular larger city retailers and select the ones that would be a good fit for your brand. Look at what they sell, not just categorically but across their store. A brand that sells dog toys and foundations, would bring low-quality exposure. On the other hand, if you were to pitch to Boots who specialise in beauty and self-care then the customers would be more niche. They have gone to Boots knowing what product they are looking for specifically. You need to try and find e-mail addresses, you can search websites and LinkedIn. Do not try and sell via the online contact form otherwise, you cannot reply to the e-mail chain when you follow up. Make sure you verify the e-mail address using online software. This takes a little more time but the more e-mails which bounce, the more your domain is associated with spam. You should also warm up your domain on Instantly for 2-weeks to avoid landing in spam.



# DON'T BE TEMPTED

When speaking with a business owner face-to-face for the first time. Do not under any circumstances pitch straight away. They are business owners, they have other tasks to get on with. Imagine how frustrated you would be if someone tried pitching you whilst serving a customer. Start up a casual conversation like a regular customer would when speaking with them in person. At a later date follow up with them. When using cold e-mail to pitch make sure you are keeping the first one short and simple. Share the business benefits your product can bring to them as a business and share a guarantee. Try and eliminate the risk of your collaboration with guarantees, and ask if they are open to chat. The most effective way is to use e-mail to book a call, and then pitch them over the phone. Sending a pitch via e-mail will often be ignored. Nobody wants to be forced to listen to a pitch, people like to think it's their idea. If nobody replies, the sale is in the follow-ups.



# BONUS TIPS

1. Your first e-mail should be short, the brain has built-in spam filters, and the mention of certain buzzwords can stop the recipient from reading and deleting. Try and avoid words such as free, opportunity, commission, and sales. You can still use them but use alternatives such as Complementary as opposed to free. Also, test different subject lines to see which brings the most open rates.
2. The cold e-mail should be pushing for a sales call, to maximise replies give them one call to action. E.g. “Are you open to chat about expanding your customer base?”. Attaching footers with too many links can send them to your website and then they never reply. Also, links can trigger the spam folder, which will reduce mail delivery.
3. B2B sales is a numbers game, the more you reach out the more interest. Depending on your sales abilities 2 in 30 retailers might be interested in what you are selling. Say for example 10 in 100 replies. 6 book a call. 3 show up, 1 closed. It is important to track your stats for each of the above to work out how many e-mails you need to send to reach your goals. Do not be put off by this! In this instant for 3 stores, you need 300 e-mails. Break that into 30 per day and the work is done in 10 days. The results will be based on your reply rate, booking rate, show rate and close rate.





# SUMMARY

Pitching your product to your ideal retailers doesn't have to be intimidating. Resilient brand founders, top salespeople, and successful companies have found that several manageable factors lie behind rejection. Timing is a key factor, and it's crucial to remember that rejections are not personal. By refining your timing, you can significantly enhance your chances of capturing the attention of a Retail Buyer. Imagine reaching out to your dream retailers exactly when they are actively seeking products like yours. Picture their excitement at the prospect of your line meeting their requirements. How incredible would that be? How could that impact your business? Your unwavering dedication to realizing your dreams is inspiring. I am thrilled that the Retail Pitch Calendar will play a role in your successful strategy!



# WANT TO CREATE A STATEMENT PRODUCT?

I AM MORE THAN HAPPY TO SEND YOU A FEW SAMPLES IF YOU WOULD LIKE TO TRY SOME BEFORE COMMITTING TO YOUR ORDER. WE OFFER A RANGE OF PRIVATE-LABEL AND CUSTOM FORMULATION.

CONTACT:  
@MBCOSMETICSLAB  
[CONTACT@MBCOSMETICSLAB.COM](mailto:CONTACT@MBCOSMETICSLAB.COM)

