

## Sell to Offices and Retail Spaces Worksheet

This worksheet will help you create a plan of action for selling into the offices and retail spaces market. At the end of this process you will have a definite plan of action for this market.

1. Create your product catalogue. Use the white label Where The Trade Buys catalogue that we have provided to you or build your own. Consider adding your catalogue to your website as well.
2. Make a list of the businesses you wish to target. We suggest you focus on smaller businesses:
  - a. Walk the local area
  - b. Google local business sites
  - c. Facebook – use local area groups
  - d. Twitter
  - e. Websites of local business networking groups
3. Research contacts:
  - a. Websites
  - b. Social media
  - c. Your own network

Accept that you may not have a name for every business

4. Download the product script. Make sure you create a before-after bridge that works locally. Adapt the script to your office or retail space package. If they are interested, prospects will contact you if they need a slightly different package.
5. Decide your urgency:
  - a. it may be the re-opening date
  - b. you may say you have limited stocks
  - c. you may run a special offer for orders placed before a certain date.
6. Send the sales letter by post (or deliver it by hand) to local businesses
7. Back this up with an e-mail, especially for premises that are currently closed
8. Hit the phones! Follow the same script as your letter
9. Use the conversations to ask for referrals as well
10. Create Facebook posts talking about the fact that you can help businesses and retail spaces. Use the social media script that we shared in the schools webinar download. Include pictures! Use any specific local business hashtags
11. Consider joining Facebook local area groups to let people know that you are offering these products. But make sure you check out the posting rules before promoting your business. We will cover this more on our home delivery network.
12. Did you secure an order? With the customer's permission, create social media posts on how you have been helping them. Adapt the script from the social media PR script that we shared in the schools webinar download. If necessary, make it anonymous. Remember use any specific local community hashtags
13. Send out an e-mail to your e-mail list. You can use the same script as the Facebook post. Consider creating a referral offer. For instance, a credit on the recipient's next order (up to a maximum value) if they refer you to a business that ends up ordering from you.
14. Remember, businesses will be gradually opening so this opportunity exists for a good while
15. As a follow up, visit recently re-opened businesses. See what they have and have not done. You may see opportunities to help them improve.