

## Sell to Offices and Retail Spaces Worksheet

This worksheet will help you create a plan of action for selling into the home delivery market. At the end of this process you will have a 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. Key products to consider include:
  - a. Cartons
  - b. Stickers
  - c. Upsell flyers
  - d. Discount vouchers
  - e. Loyalty cards
  - f. Menus
  - g. Place mats
  - h. Magnetic vehicle signage
  - i. Door drop flyers
  - j. Direct mail
3. If you do not already offer copywriting and graphic design in house, find some partners to work with. This market will need creative help!
4. Create a flyer to sell to businesses – use the product script that you downloaded on the office and retail space webinar. Adapt it for home delivery products and remember to write about features and benefits as you learned on this webinar.
5. Download the networking script from this webinar. Adapt it to you and your home delivery services: it is a great way to start a conversation when you are meeting someone face to face with no prior introduction. You can also use it to introduce yourself on social media.
6. How do you find small businesses that may need your help? One of the most effective ways to do this is through local community Facebook groups. Research what groups exist in your local area. On Facebook use the search bar and click on the groups option. Use a village, town or city area as a starting point. Remember to check the number of members and the daily or weekly activity in the group to see if it is worth joining. Also, make sure you read the group description to find out what you can post.
7. Join the local groups that you have chosen. At this point you are going to use the groups purely for research. You can do this in two ways:
  - a. Review which businesses are posting in the groups
  - b. Make a post inviting group members to tell you which businesses are open. For instance, Hi, can anyone let me know which takeaways are available for home delivery to the [REGION NAME] area? Or Hi, can anyone let me know who is making home deliveries of [item] to the [REGION NAME] area?

In this way group members are helping you to create a list of prospects to target.

8. Now it is time to get in touch with your prospects. Here are a variety of strategies for you:
  - a. Visit their website. Use the contact page to drop them a message: use the introduction script for this
  - b. Message them on social media. Facebook is best for this, but Twitter will work as well. Use the introduction script for this
  - c. For those that are open, drop by their premises. If they are not busy, ask to speak at a distance with the owner. Use the introduction script for this. If they are busy, leave a flyer and ask for the owner's or the manager's name so that you can follow up via a different channel
  - d. Carry out a flyer drop to relevant premises

- e. Order from your prospect. Then you can ring them as a customer to discuss how they can do things better. Use the product script for this. Beware that this strategy involves eating a lot of takeaways and home delivered food!
  - f. Create general posts advertising what you do on the local Facebook sites you have joined. Make sure that you are adhering to the group guidelines
9. Remember to ask for referrals whenever you can
  10. 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.
  11. Remember, many businesses now see this as a permanent income stream going forward. You should see this as a permanent business opportunity