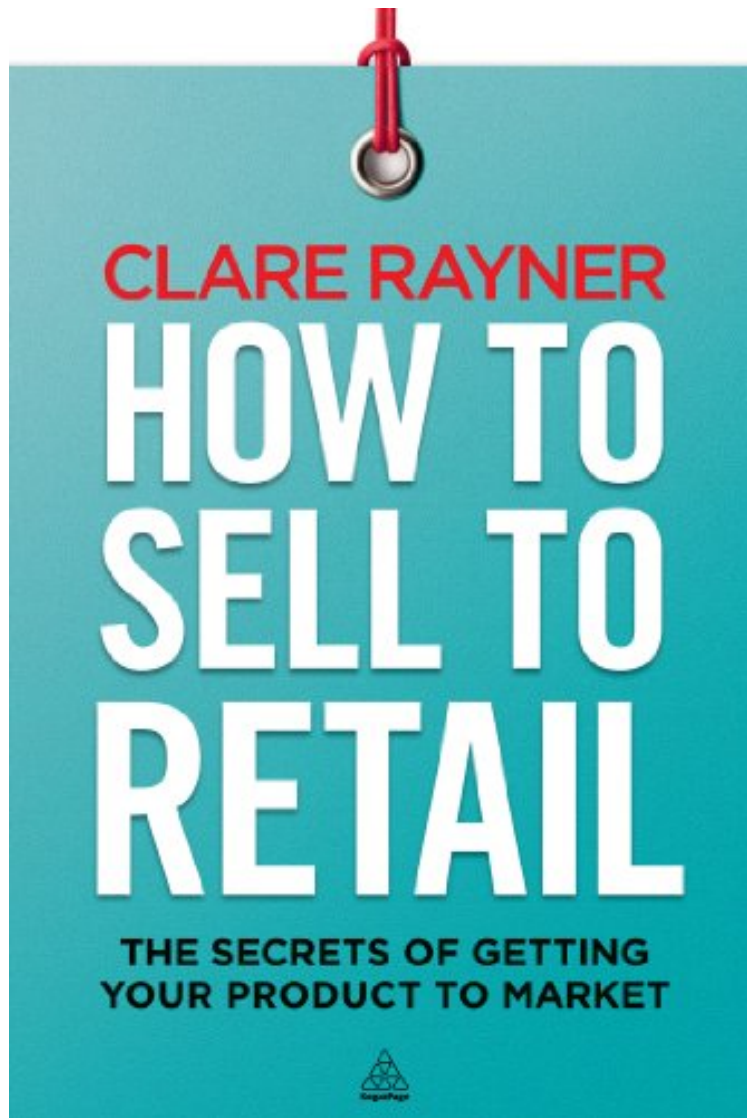


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How to Sell to Retail: The Secrets of Getting Your Product to Market

Clare Rayner

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0 of 0 people found the following review helpful. Buy it! It's been one of the best investments I've made.By Anna FairsEarlier this year, I had an idea for a retail business but having absolutely no experience in this area

I visited my local book shop. I spotted this book, bought it and read it cover to cover. Clare's writing style is very natural and accessible. She introduces and discusses new topics and concepts clearly and succinctly. I was so impressed with the book and author, who clearly understands the retail sector that I called Clare and she is now my mentoring my start up. I would also highly recommend Clare's other book "10 Steps to Retail success", which along with the free downloads have been invaluable to me over the last few months. 0 of 0 people found the following review helpful. waffle free brilliant Insight for any business who want to sell in to retail By Bob Snarey This book is a must read for businesses that wants to target retail but haven't started or haven't been successful. Broken down into 4 sections this book clearly lays out good practice and challenges you with well thought out steps to achieve your goals supported by free resources that are available once you have purchased the book.. This book is waffle and ego free which is very refreshing, it has helped me clarify my thought process and given me the confidence to approach Retail with confidence. I highly recommend this book.

Are you ready to take your business to the next level? If you've got a product to sell there's only so much growth you can sustain by selling directly to end users. The ultimate key to really developing your business into a bigger enterprise is to get it sold by retailers. But how do you convince a cautious retailer and give a great outward impression of your business, big or small? Working through a series of 5 logical sections broken down into 12 steps, How to Sell to Retail will teach you how to look big, plan big, pitch big, get big and stay big though successfully selling to retailers.

Business owners who want to expand into mainstream retail "[Rayner's] knowledgeable book is perfect for suppliers who want to provide products or services to retailers. Shersquo;s a font of useful information for supply companies that aim to grow and expand. getAbstract recommends her informed treatise to suppliers setting out to provide products or services to retailers."