



TIPS FOR MEETING WITH LOCAL VENDORS

- ▶ **Identify local product needs** in advance of meeting with departmental movement reports
- ▶ **Invite local vendors** to meet with you to establish and cultivate the relationship
- ▶ **Determine the appropriate store staff** that need to be present at the meeting
- ▶ **Arrange a meeting time**, including a start time and end time; 30 minutes is often sufficient for many vendor meetings
- ▶ **Request product availability, price list, samples and marketing materials** for vendors to bring
- ▶ **Meet in a quiet and comfortable location** where vendor can lay out products and marketing materials
- ▶ **Be present, and provide undivided attention**, making sure staff can take phone calls and answer customer questions in your absence
- ▶ **Review expectations**, including credit & policies; summary sheet with contact information
- ▶ **Ask questions**, taking the opportunity to learn as much as possible from your vendors and address concerns
- ▶ **Discuss promotional strategies**, appropriate marketing materials & samples
- ▶ **Confirm products that you intend to purchase**, ensuring that both of you are clear on prices, quantities, logistics and other expectations
- ▶ **Thank vendor for meeting**, agree to maintain ongoing communication throughout the year
- ▶ **Communicate with store staff**, making sure that they are ready to receive, store and display the product. Communicate with accounting office have new vendor info added to accounts payable prior to ordering
- ▶ **Follow-up with vendor** at the end of the season to evaluate successes and challenges

