

Information to Include in a Distributor Presentation

TERMS	<ul style="list-style-type: none"> • Minimum order size? Payment schedule? • Discount for early payment?
PRODUCTION CAPACITY	<ul style="list-style-type: none"> • Lead time for orders? • How much can you make? • Handling out of stocks/back orders.
PRODUCT LIABILITY	<ul style="list-style-type: none"> • Copy of insurance certificate. Amount of policy? • How is package sealed? Tamper-evident or inner seal? • Product satisfaction guaranteed? Returns/spoils policy?
FREIGHT	<ul style="list-style-type: none"> • Shipping point? Delivered pricing? Pick-up allowance? • Pallet shipping configuration? Carton strength? • Damage claims policy?
PACKAGING	<ul style="list-style-type: none"> • UPC coded? • Nutritional label or exemption status? • Dimensions of the selling unit? • Pack size? Case cube? Weight? • How is carton labeled with UPC and item number? • Master cases?
PERISHABILITY	<ul style="list-style-type: none"> • Shelf life of product when produced? • Dating on package: open coded or Julian calendar? • Shelf life of product when shipped? • Dating on exterior carton? Distributors expect a minimum of 75% of the available code life when product is shipped. • If you have a 24-month code life, the distributor will expect a minimum of 18 months' remaining shelf life before the expiration date.
INGREDIENTS	<ul style="list-style-type: none"> • Kosher certification? • Natural ingredients? • Organic?
MARKETING ISSUES	<ul style="list-style-type: none"> • Broker or principal available to make sales calls? • Direct buying and/or existing accounts in market? • Other distributors carrying line? • Sales materials? Color sell sheets? • Newsletters? Recipe cards? Shelf-talkers? • Introductory allowance? Periodic deals? • Sample policy? Demo policy? • Coupons? Catalog participation? Show participation?