

Food and Drink Stunning Meet the Buyer Presentations



You never get a second chance to make a first impression! "Meet the Buyer" events are often the only opportunity a food and drink company has to move to the next stage of a negotiation.

Successful presentations require preparation, discipline and skill. You may have some but not all of these. They can be acquired!

The message you deliver will influence the buyer's perception of you and in the end, whether your product appears on the shelf or not!! It is vital to get it right. There is no opportunity for a second attempt.

On this short programme, you will receive a template to follow, you will see good presentation techniques and of course bad. When you see it, it is easy to spot the difference!

Buyers in the food and drink sector expect you to know your category and present an easily arguable case so that they may get you listed.

This will be ideal when presenting to a small multiple, catering and hospitality or to a range of buyers. We use interactive techniques, dummy presentations relevant to food & drink, which can be filmed, - you can see yourself in action!

Key deliverables and takeaways

- **Meet the buyer template**
 - a really useful step by step guide to follow.
- **Good presentation / Bad Presentation**
 - We talk you through a typical presentation and ask you to prepare a dummy and deliver it.

You can then hone that further and make it even better.

Topics

Creating the presentation

- **The scenario of a presentation;**
- **Diving into the mind of the Buyer;**
- **Understanding your audience;**
- **The RFM Sales Ladder** - how to use it in presentations;
- **Knowing your Category** – what is expected;
- **Where you would fit on the shelf;**
- **Thinking through the issues that the buyer may have in business;**
- **Presenting your product in a Mouth-watering way;**
- **Presenting Price with value;**
- **Having the answers to tricky questions – e.g. discounts!;**
- **Technical and other issues you will have to know, - accreditations, logistics shelf ready packaging etc.**
- **Product support in promotion.**
- **Other topics for discussion.**

Individual presentation style

- **Delivery technique**
- **Pace & Control**
- **Confidence techniques**
- **Attitude & Assertiveness**
- **Speech & conviction**
- **Body Language**

Use of Technology

- **PowerPoint**
- **Projection,- iPads**
- **Prompt screens**

You will have some time to practise and hone your skills on our training programmes.

Outcomes

Greater confidence and control in presentations leading to more effective outcomes at key business situations.

All material is tailored to the needs of the audience. The basics can be delivered in one day but then recommend some practise of the skills and a follow up.

Many organisations now have more successful results at Meet the Buyer events as a result of this.

Clients include

- Individual food companies with presentations to be made for multiples.
- Food companies on Scottish Enterprise Access to Markets programme.

Book a Session Now!!

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