

HOW TO DEVELOP AND USE A SELL SHEET

BC Ministry of Agriculture Marketing Guide Series



An Important Asset

Sell sheets are an important asset when trying to land new accounts.

These high quality, one page, information sheets provide information about your company and product in a professional, eye-catching way that is both easy to understand and memorable.

Your sell sheet also provides you the opportunity to promote your product on demand. Always carry some sell sheets with you; you never know when you will run into your next customer.

WHAT TO PUT ON YOUR SELL SHEET

Recommended:

- Company name and contact information;
- Order information including main contact;
- Company logo;
- Product logo (if different than company);
- Product description;
- Photo of retail/food service package;
- Universal Product Code (UPC code) (scannable photo recommended);
- Photo of product in use;
- Individual unit size;
- Individual unit weight;
- Units per case;
- Master case photo;
- Case specifications (weight, size, pallet);
- Minimum order amount; and
- Lead time – between order and delivery.

Optional:

- Company story;
- Nutrition facts table;
- Certifications (Gluten Free, Ocean Wise);
- Customer testimonials;
- Allowances, special offers, in-store demos;
- Distributor information; and
- Recipes.

YOUR SELL SHEET SHOULD ANSWER BUYER QUESTIONS



What makes the product stand out?
Will the product fit into the retailer system?
How does the vendor support consumer sales?

Many retailers have vendor requirement information online. Visit their websites and search for tabs such as: Becoming a Customer, Supplier, Partners.

SHOULD YOU INCLUDE PRICING?



The general recommendation is “no”. Separate price sheets will give your sell sheets a longer shelf life and make them more versatile.

Tip

Make your product stand out from the competition by including information like testimonials or nutritional facts.

SELL SHEETS FOR EXPORT MARKETS

Sell sheets for export markets should contain similar information as for domestic markets but they must be tailored for each specific market. Market research is required to determine the information required by international buyers.

For example new images may be required to appeal to international customers or sizes and order amounts may differ. Depending on the market you may need to translate your sell sheet as well.

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Sell Sheet Tips

Hire a Professional

A professionally designed sell sheet speaks highly of your product and your company. Design, imagery and printing costs will be offset by the sales achieved with a professional product. Your sell sheet should be error free; be sure to proofread it carefully.

Differentiate Your Product

Use your sell sheet to emphasize how your product stands out from the competition. Highlight the qualities that differentiate your product.

Bring to First Meeting

Bring sell sheets, price lists and product samples to your first meeting with a buyer.

Refine Your "Sales Pitch"

Your sell sheet and your "sales pitch" are made for each other. Together they make a powerful statement about your product. See the Ministry of Agriculture's guide on "How to Develop and Deliver a Sales Pitch".

MORE INFORMATION

See the Ministry of Agriculture's Marketing Guide Series for more information and additional topics by visiting <http://www2.gov.bc.ca/gov/content/industry/agriculture-seafood/statistics/market-analysis-and-trade-statistics>

The Government of Canada, the BC Ministry of Agriculture, and its directors, agents, employees, or contractors will not be liable for any claims, damages, or losses of any kind whatsoever arising out of the use of, or reliance upon, this information.

Sample Sell Sheet

PURE SPRING WATER WITH THE ADDED KICK OF KEFIR

Stay hydrated and enjoy the beneficial probiotics of kefir. Product of Kootenay Kefir Ltd.

- ✓ Made with spring water in the Kootenay Rockies of British Columbia
- ✓ Each bottle contains probiotics, yeast, minerals and essential amino acids
- ✓ Just 5 calories per 750 ml bottle
- ✓ Shelf life of 2 years
- ✓ Minimum order of 10 cases

Made in Canada

Nutrition Facts	
Serving Size 250ml Servings Per Container 3	
Amount Per Serving	% Daily Value*
Total Fat	0g 0%
Cholesterol	0g 0%
Sodium	0mg 0%
Total Carb.	0g 0%
Fiber	0g 0%
*Percent Daily Values are based on 2,000 calorie diet.	

SODIUM FREE

NO ADDED SUGAR

NO ADDED PRESERVATIVES

NON GMO

"A unique twist on a fermented product"

To ORDER: Contact Jean Smith: jean@k2o.ca
555-774-1234 or 1-800-556-6789

This sell sheet is based on a fictitious company. The information presented is for illustrative purposes only.

Kootenay Kefir Ltd.
536 Sasquatch Way, Nelson, B.C. V1W 2X3 www.k2o.ca

PURE SPRING WATER WITH THE ADDED KICK OF KEFIR

Stay hydrated and enjoy the beneficial probiotics of kefir. Product of Kootenay Kefir Ltd.

Kootenay Kefir is a family owned company based in beautifully natural Nelson, British Columbia, Canada. Inspired by their location and fermentation recipes passed down for generations the Smith family launched Kootenay Kefir in 2005.

"I love K'O after a hard workout. There's nothing like refreshing with a healthy beverage." ~Surrey Resident

"Plain or dressed up with a slice of lemon or cucumber, K'O is one of our customers' favourite beverages." ~K12 Yoga Studio

K'O bottles and cartons are 100% reusable and recyclable.

K'O is proudly distributed by Acme Distributors, 1234 Distribution Way, Surrey, BC.

Product	Pack/Size	Product Dimensions (L x W x H)	Case Dimensions (L x W x H)	Case Weight	Shelf Life	Product UPC	Case UPC	Suggested Retail Price Per Bottle
Kefir Water	6/750 ml	3" x 3" x 11"	12" x 12" x 12"	4.75 kg	2 years	123456789	987654321	\$2.00
Kefir Water	12/750 ml	3" x 3" x 11"	24" x 24" x 12"	0.75 kg	2 years	123456789	987654321	\$2.00

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Use High Quality Images

Professional images have a positive impact on your audience and elevate the importance of your sell sheet. Blurry, amateur shots will do the opposite. High quality images are seldom a wasted investment as they can be repurposed on your website, other advertising or in social media.

List Prices or Not?

Sell sheets without prices can also be used for consumer demonstrations and for customers with different pricing levels.

Think Double-Sided

Maximize the entire sheet of paper to tell your story. Include the most important information on one side and optional items such as recipes or consumer testimonials on the back.

A full sized sample sell sheet is on page 3 and 4 of this guide.

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- ✓ Just 5 calories per 750 ml bottle
- ✓ Shelf life of 2 years
- ✓ Minimum order of 10 cases



Made in Canada



Nutrition Facts	
Serving Size	250ml
Servings Per Container	3
Amount Per Serving	%DV
Calories	5
Calories from Fat	0
Total Fat	0g 0%
Cholesterol	0g 0%
Sodium	0mg 0%
Total Carb.	0g 0%
Protein	0g 0%
* Percent Daily Values are based on 2,000 calorie diet.	



123456 789012

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