

Supplier Starter Pack - Checklist



Your practical commercial toolkit for food & drink suppliers

What's Inside: Tick each tool as you complete it...refer back to the website for help.

- ☐ Buyer-Ready Pitch Template
- ☐ Category Rationale Template
- ☐ Buyer Meeting Checklist
- ☐ Commercial Maths Cheat Sheet
- ☐ What Buyers Really Mean
- ☐ Supplier Readiness Scorecard

1 Buyer-Ready Pitch Template	Notes

Can you confidently present these to the buyer?

- ☐ Brand in one sentence
- ☐ Problem you solve
- ☐ Your solution
- ☐ Category opportunity
- ☐ Why you win
- ☐ Commercial slide
- ☐ Listing request
- ☐ Why now
- ☐ Contact details

2 Category Rationale Template	Notes

Have you got this information?

- ☐ Category definition
- ☐ Shopper insight
- ☐ Need states
- ☐ Competitor landscape
- ☐ Category gap
- ☐ Your role in the category
- ☐ Commercial opportunity

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3 Buyer Meeting Checklist	Notes

Are you prepared to do all heavy lifting?

Before the Meeting

- ☐ Know the retailer
- ☐ Know the buyer
- ☐ Prepare your pitch
- ☐ Prepare samples
- ☐ Prepare commercials
- ☐ Anticipate questions

During the Meeting

- ☐ Open strong
- ☐ Deliver your pitch
- ☐ Keep it simple
- ☐ Show commercial confidence
- ☐ Listen actively
- ☐ Close clearly

After the Meeting

- ☐ Write up notes
- ☐ Review pitch
- ☐ Prepare follow-up materials

Follow-Up Actions

- ☐ Send follow-up email
- ☐ Deliver promised materials
- ☐ Track progress

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4. Commercial Maths Cheat Sheet	Notes

Confident it's all accounted for and relevant?

- ☐ RSP
- ☐ Case size
- ☐ Cost price
- ☐ Retailer margin
- ☐ ROS
- ☐ Uplift
- ☐ Promotional mechanics
- ☐ Trade-up logic
- ☐ Price laddering
- ☐ Commercial impact summary

5. What Buyers Really Mean	Notes

Are you ready to push back?

- ☐ "We're reviewing the category."
- ☐ "Your margin is too tight."
- ☐ "We don't see the gap."
- ☐ "We like it, but not right now."
- ☐ "What's your promotional plan?"
- ☐ "What's your ROS?"
- ☐ "We're tight on space."
- ☐ "We're not convinced on pricing."
- ☐ "Send me the numbers."

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6. Supplier Readiness Scorecard	Notes

Refer back to the website and score where you are now – Get in touch for help and a chat if you are struggling.

Instruction: Score each area 1–5 and tick when complete.

- ☐ Pitch clarity
- ☐ Category understanding
- ☐ Commercial readiness
- ☐ Brand story consistency
- ☐ Supply chain confidence
- ☐ Buyer meeting preparation
- ☐ Range logic
- ☐ Pricing strategy
- ☐ Promotional plan
- ☐ Retailer fit

Add up your score and if required get in touch...