

SEED·SPOT



PRESTAMOS CDFI
A DIVISION OF DEPARTMENT FOR LA PEOPLE

STARTUP SPRING TRAINING



MARCH 21 - APRIL 22, 2022

How to Sell Your Products Into Retail

Evelia Davis, Founder + CEO, The Diaspora Collective

StartupSpringTraining.com | [@seedspot](https://twitter.com/seedspot)

STARTUP SPRING TRAINING



MARCH 21 - APRIL 22, 2022

ABOUT THE SERIES

5 Weeks
of Free
Events &
Coaching

\$500
Microgrants
for
Participants

Curated
for AZ
Women &
BIPOC
Founders

CHECK YOURSELF IN!

Get credit for attending to qualify for perks & cash

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STARTUP
SPRING
TRAINING



MARCH 21 - APRIL 22, 2022



SESSION
CODE
WORD:
CURVEBALL

Session: How to Sell Your Products Into Retail on Wed 3/30

HOW TO SELL YOUR PRODUCTS

FINDING THE RIGHT
CUSTOMERS AND RETAIL
PARTNERS



EVELIA DAVIS

CEO + FOUNDER



SELLING PROCESS

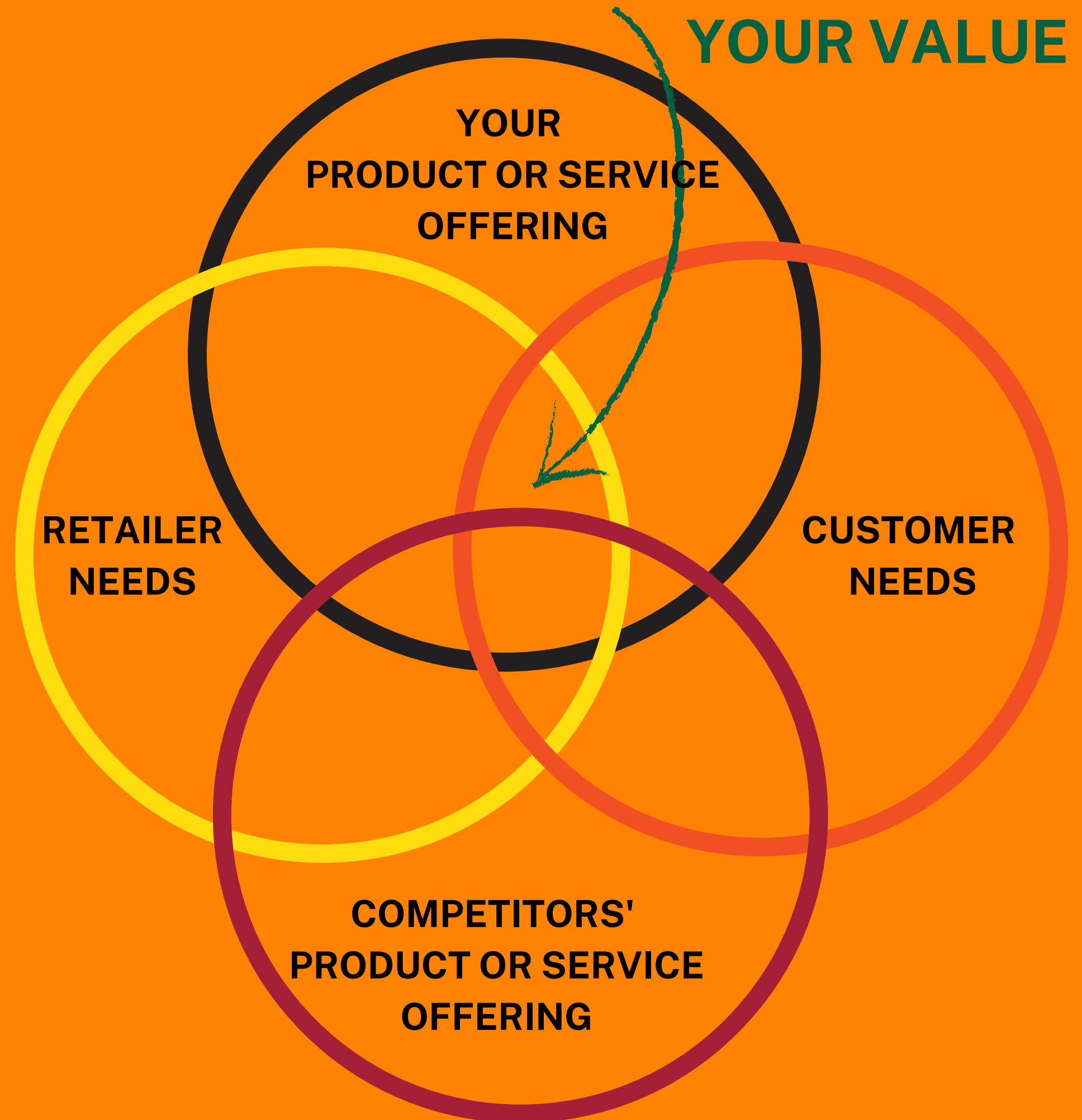




**OFFER SOMETHING
OF VALUE TO PEOPLE
THAT VALUE WHAT
YOU HAVE TO OFFER**

**EVELIA DAVIS
FOUNDER + CEO, THE DIASPORA COLLECTIVE**

YOUR VALUE





**MARKETING IS NOT THE ART
OF FINDING CLEVER WAYS TO
DISPOSE OF WHAT YOU MAKE.
IT IS THE ART OF CREATING
GENUINE CUSTOMER VALUE.**

**PHILIP KOTLER
MARKETING AUTHOR, CONSULTANT & PROFESSOR**

DO'S AND DON'T

DO:

- KNOW THE CATEGORY
- KNOW THE CUSTOMER
- KNOW THE RETAILER
- KNOW YOUR BUSINESS
- BE AN ACTIVE LISTENER

DON'T:

- BE A KNOW IT ALL
- BE PUSHY OR BOSSY
- BE LATE OR UNPREPARED
- NEGATIVE OR CONDESCENDING
- MAKE STUFF UP

5 STEPS TO A VALUE EXCHANGE

STEP 1:

DEFINE WHAT, HOW,
WHO & WHY

STEP 2:

DETERMINE THE
BENEFIT TO TARGET
CUSTOMER

STEP 3:

UNDERSTAND THE
ALTERNATIVES FOR THE
TARGET CUSTOMERS

5 STEPS TO A VALUE EXCHANGE

STEP 4:

**CLEARLY + SUCCINCTLY
ARTICULATE YOUR
STORY**

STEP 5:

EXECUTE & FOLLOW UP

**WHAT,
HOW,
WHO, &
WHY**

WHAT DO YOU OFFER?

HOW DO YOU MAKE IT?

WHO IS IT FOR?

WHY DO YOU MAKE IT?



I do X (your product)

for Y (target customers)

**to produce Z
(emotional &
functional benefit)**

WHAT HAPPENS IF RETAIL PARTNERSHIP HAPPENS? IF NOT?

WHO ELSE CAN FILL THIS NEED? HOW ARE YOU UNIQUELY POSITIONED?



TELL YOUR STORY



WHO ARE YOU?

WHAT DO YOU OFFER?

**WHY DO YOU DO WHAT
YOU DO?**

**WHAT UNIQUE VALUE DO
YOU OFFER RETAILER?
CONSUMER?**

**HOW WILL DELIVER ON
YOUR PROMISES?**

**WHAT ARE YOUR PROOF
POINTS?**

EXECUTE THE PLAN





**SELLING TO PEOPLE WHO
ACTUALLY WANT TO HEAR
FROM YOU IS MORE
EFFECTIVE THAN
INTERRUPTING
STRANGERS WHO DON'T.**

SETH GODIN
ENTREPRENEUR, AUTHOR & SPEAKER

QUESTIONS?



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COMING UP NEXT

WEDNESDAY

BUILD**How to Sell Your Products into Retail**

Learn from a top tier retail exec on how retailer buyers stock their shelves

 10:00 AM - 11:00 AM AZ time Wednesday, March 30th Zoom**BUILD****Crafting an Attention-Getting Elevator Pitch**

Hone your 30-second pitch and get feedback from others in this interactive workshop

 12:00 PM - 1:00 PM AZ time Wednesday, March 30th Zoom

THURSDAY

BUILD**Building Your Team and Company Culture**

Interactive workshop full of frameworks and tools for building a diverse team and robust company culture

 5:30 - 6:30 PM AZ Time Thursday, March 31st Hybrid (Zoom & Prestamos Women's Business Center)**BUILD****HUSTLE****Hustle PHX Grind Clinic: Social Media Channels**

Get social! How to optimize social media to grow your business's success and brand awareness

 6:30 - 8:30 PM AZ Time Thursday, March 31st Virtual

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EVELIA DAVIS

**CEO + FOUNDER
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