

SAMPLE · BUYER AND DEALER EMAILS, SET OF 10

Ten emails from a small brand's sales director to the people who can put it on a shelf.

Five first emails, one per buyer, and a follow-up to each. Every one is under 125 words, asks for one thing, and gives the buyer a number they can check.

Written for Neches River Rub Co., a fictional brand. Every name, store, number and term is invented. Client work stays confidential.

FIRST EMAILS, ONE PER BUYER

01 First email · Regional grocery chain, spice and seasoning buyer

Subject: **49 of 56 stores reordered**

Other subject lines: a local rub that gets reordered | a Texas brisket rub for your set

Hi Carla,

I was in your Port Arthur store Saturday and counted eleven rubs in the set.

Every Texas store has a wall of local rubs now. Most of them look good on the shelf, get reordered once, and sit.

Our Pecan Smoke Brisket Rub has been the exception so far. It's in 56 independent stores across Southeast Texas, averages 1.6 units per store per week on the 12 oz shaker, and 49 of those stores reordered in the last 13 weeks.

Would numbers like that be worth a look in a few of your stores?

If so, I'll send our one-page sell sheet with cost, margin, and the launch plan. Just reply "send it."

Dana

116 words

02 First email · Regional grocery chain, meat category manager

Subject: **an add-on sale at the brisket case**

Other subject lines: a rub that sells off your meat | 35% with zero shelf space

Hi Ray,

Brisket moves in your Lumberton store every weekend. The shopper standing at that case has already decided what's for dinner Saturday. The one thing they still need is three aisles away.

Our 5 oz Pecan Smoke Brisket Rub comes in a floor shipper that stands at the end of the meat case. It takes no shelf space, keeps 35% at a \$5.99 SRP, and every shaker it sells rides on a brisket you already sold.

Would an add-on like that be worth testing in a handful of stores?

If so, tell me where a shipper could stand without crowding your case, and I'll bring one by. Thursday or Friday next week?

Dana

114 words

03 First email · Independent grocer, owner

Subject: **who's filling your rub section?**

Other subject lines: every two weeks, every store | service that doesn't depend on your size

Hi Earl,

Your store's been on Highway 96 longer than most of the chains have been in Jasper County.

Service follows volume. The big brands put their people where the biggest orders are, and the independent store usually isn't that.

We're too small to work that way. Our rep is in every store we sell to every two weeks. He fills the set, fixes the tags, faces it, and keeps the floor shipper by the meat case full, so your people never have to.

Would service like that make a difference in your store?

If so, I'll stop by with a shaker of our Pecan Smoke Brisket Rub and the sell sheet. Ten minutes.

Dana

115 words

04 First email · Grocery wholesaler, sales manager

Subject: **a new item that brings its own launch**

Other subject lines: an item your reps won't have to push | Texas rub, demos included

Hi Mark,

Your reps carry thousands of items into a lot of small stores east of Houston.

The new ones that make it usually show up with their own support, so your rep isn't the only one selling them.

Our Pecan Smoke Brisket Rub launches in every new store with a floor shipper by the meat case, a Saturday demo, and two weeks at \$9.99, all paid by us. In 56 stores it's averaging 1.6 units per store per week.

Would an item that brings its own launch be worth a conversation with your category team?

If so, I'll send our new-item packet with pricing and the full launch plan.

Dana

111 words

05 First email · Food broker, principal

Subject: **a brisket rub with numbers behind it**

Other subject lines: a Texas rub looking for a broker | proven in 56 stores, ready for the chains

Hi Gene,

Your team calls on the regional chains we can't get a meeting with.

Brokers hear every week from small brands that want into the chains before they've proven anything anywhere.

We did the proving first. Our Pecan Smoke Brisket Rub sells 1.6 units per store per week in 56 independent stores, and 49 of them reordered in the last 13 weeks.

What we don't have is relationships with regional chain buyers. Would a brand with numbers like that fit your book?

If so, I'll send our one-page summary and the last 13 weeks of sales by store.

Dana

100 words

FOLLOW-UPS, EACH ONE HANDS THEM SOMETHING NEW

06 Follow-up, a week later · Carla, the spice buyer from email 1

Subject: **Re: 49 of 56 stores reordered**

Hi Carla,

Last week I sent you the reorder numbers on our brisket rub.

The next question is usually what comes out of the set to make room. Here's our answer: two facings from whatever rub has been slowest in your set for 13 weeks. If we don't outsell it in 60 days, we pull ourselves. You don't have to call anybody.

I've attached the 13-week list, store by store, so you can see who reordered and how often.

Want me to pick three of your stores for a 60-day test?

Dana

92 words

07 Follow-up, a week later · Ray, the meat category manager from email 2

Subject: **Re: an add-on sale at the brisket case**

Hi Ray,

Following up on the shipper at the brisket case.

The question meat managers ask me most is who fills it. We do. Our rep is in every store every two weeks, and your people never touch it.

Here's a photo of one standing at the end of a meat case in Silsbee, so you can see how much floor it takes.

Is there one store where you'd let me stand one for four weeks?

Dana

77 words

08 Follow-up, after a visit · Earl, the independent owner from email 3

Subject: **Re: who's filling your rub section?**

Hi Earl,

I came by Tuesday, but you were in the back with a delivery. I left a 5 oz shaker with Linda up front.

Put it on a brisket this weekend. If you like it, the deal is the same one 56 other stores took: two facings, our rep every two weeks, and if it doesn't sell, I pull it myself.

Can I come back Thursday for ten minutes?

Dana

71 words

09 Follow-up, a week later · Mark, the wholesaler from email 4

Subject: **Re: a new item that brings its own launch**

Hi Mark,

Last week I wrote about a rub that brings its own launch.

Your category team will want to know what that launch costs them. It costs them nothing. We pay for the floor shipper, the Saturday demo, and the two weeks at \$9.99.

I've attached the four-week launch calendar for a new store, week by week, so your reps can see exactly what shows up and when.

Would 15 minutes with your category manager next week work?

Dana

80 words

10 Follow-up, a week later · Gene, the broker from email 5

Subject: **Re: a brisket rub with numbers behind it**

Hi Gene,

Following up on the brisket rub with the 56-store record.

Brokers ask me what a brand will put behind a chain launch. Here it is: a floor shipper by the meat case, one Saturday demo per store, and two weeks at \$9.99, paid by us.

I've attached the last 13 weeks of sales by store.

Would a 20-minute call this week make sense?

Dana

66 words