

SAMPLE · REP OBJECTION CARD

The page a new rep reads in the truck before the first stop.

The pitch, who to ask for what, and the answer to every "no" the rep will hear.

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

THE 15-SECOND PITCH

Pecan Smoke Brisket Rub: a Texas brisket rub turning 1.6 a week per store at 35% margin, with a floor shipper that sells it off the meat case and a rep who keeps it full.

KNOW WHO YOU'RE TALKING TO

Chain store manager

He doesn't own the spice set. Corporate does. Don't ask him for shelf space he can't give. Ask where a floor shipper can stand, when the next reset is, and who the buyer is.

Meat market manager

The case is his. Ask him where a shipper can stand without crowding it. Don't tell him. Then get the store manager's OK.

Independent owner

He owns the whole store. He can say yes today. Talk space with him.

WHEN THEY SAY...

"I don't have room."

Chain: I know, and the set's not yours to change anyway. Can I stand one floor shipper by the brisket case for four weeks while we talk to your buyer? You'll have the numbers to show them.

Independent: Every store's tight. Here's the deal: two facings, out of whatever rub has been slowest for 13 weeks. If we don't beat it in 60 days, I pull us myself.

"I've already got thirty Texas rubs."

You do, and most of them sell on the label. Shoppers don't buy a rub for the pantry. They buy it for one cook, and in Texas that cook is usually a brisket. Ours is built for brisket, it's the only one standing at the brisket case, and 49 of our 56 stores reordered it.

"Nobody here knows your brand."

That's fair, and it's why we don't drop a case and leave. Floor shipper by the meat case, one Saturday demo with brisket samples, two weeks at \$9.99. By the time the price goes back up, your regulars have tasted it on meat.

"The national brands give me better promo money."

They do. They also give you the same shaker the store down the street has. We can't outspend them. We can give you 35% every day and something your competition doesn't carry.

"Your price is too high next to the national rub."	We're \$11.99 next to a \$4 shaker. The person buying a \$60 brisket isn't trying to save money on the rub. They're trying not to ruin the brisket.
"Small brands can't keep it in stock."	That's the number one reason a local item dies. It runs out, then it sells less, then it gets cut at the next reset for not selling. We break that in week one: I'm here every two weeks, I fill it, I fix the tag. If you ever see a hole, here's my cell.
"The last local rub I tried died."	A lot of them do, usually because the shelf went empty and nobody gave the shopper a reason to try it. We fixed both before we came to you. That's where the reorder number comes from.

NEVER SAY

"Just give it a try."	It tells the manager you don't believe your own numbers.
"Everybody loves it."	He's heard that from every rep this week.
"Their rub is garbage."	He sells a lot more of theirs than he'll ever sell of yours, and that money pays his bills. Knock them and you knocked him.
"I'll be back Thursday to check on it."	Unless you will. The next rep has to keep every promise you make, and the manager remembers the one you didn't.