

SAMPLE · NEW ITEM LAUNCH KIT

The sell sheet, five buyer emails and the objection card, written together.

One new item, one story, told the same way by every piece that reaches the buyer.

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

WHAT'S IN THE KIT

- 1. **The sell sheet.** One page the buyer reads when the rep isn't in the room.
- 2. **Five buyer emails.** One for each person who can say yes: the spice buyer, the meat manager, the independent owner, the wholesaler, the broker.
- 3. **The rep objection card.** The page the rep reads in the truck before the first stop.

WHY THEY'RE WRITTEN TOGETHER

A buyer who reads the email, then the sheet, then hears the rep, should hear one story three times. When each piece is written by someone different, the numbers drift and the promises change. Here, every piece carries the same five things:

THE FACT	SELL SHEET	EMAILS	OBJECTION CARD
1.6 units per store per week, 49 of 56 stores reordered	"It's already moving."	Emails 1, 4, 5	The pitch, "thirty Texas rubs"
35% margin at \$11.99	"It pays to carry."	Email 2 (\$5.99 shaker)	The pitch, "promo money"
Floor shipper by the meat case	"It sells next to your meat case."	Emails 2, 3, 4	"I don't have room," store managers
A rep in every store every two weeks	"Nobody has to babysit it."	Email 3	"Can't keep it in stock"
Two facings from the slowest rub, out in 60 days if it loses	"What it replaces"	Follow-up 6 (full set)	"I don't have room," independent

The full set of ten emails and the AI cleanup are separate samples.



NECHES RIVER RUB CO.
BEAUMONT, TEXAS · SINCE 2018

NEW ITEM · 12 OZ AND 5 OZ

Pecan Smoke Brisket Rub



A Texas brisket rub that gets reordered, from a company that shows up.

It's already moving. In 56 independent stores in Southeast Texas, the 12 oz shaker averages 1.6 units per store per week. 49 of those 56 stores reordered in the last 13 weeks.

It pays to carry. \$11.99 SRP, \$7.79 delivered cost, 35% margin.

It sells next to your meat case. A floor shipper stands at the end of the meat case. It takes no shelf space, and every shaker it sells rides on a brisket you already sold.

Nobody has to babysit it. Our rep is in every store every two weeks. He fills the set, fixes the tags, faces it, and keeps the shipper full. Your people never touch it.

We bring the launch. Four weeks in every new store: a floor shipper by the meat case, one Saturday demo with smoked brisket samples, and two weeks at \$9.99. We pay for it.

It fits. Two facings in a standard 4-foot spice and BBQ set. The shipper stands on the floor, not on your shelf.

What it replaces: two facings from whatever rub has turned slowest in your set over the last 13 weeks. If we don't outsell it in 60 days, we pull ourselves. You don't have to call anybody.



By the meat case

The floor shipper at the end of the case. No shelf space.

	12 OZ SHAKER	5 OZ SHAKER
UPC	On the line sheet	On the line sheet
Case pack	12	12
SRP	\$11.99	\$5.99
Delivered cost	\$7.79	\$3.89
Retailer margin	35%	35%
Shelf life	24 months	24 months
Minimum order	2 cases	1 case
Service	Every two weeks, by our rep	Every two weeks, by our rep

Small batch, made in Beaumont since 2018. Coarse pepper, kosher salt, and pecan-smoked garlic. No sugar, so it won't burn on a long cook.

Dana Whitfield, Director of Sales
(409) 555-0142 · dana@nechesriverrub.example

Scan for the
line sheet



LAUNCH KIT · PART 2

Five buyer emails

One for each person who can say yes.

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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

LAUNCH KIT · PART 3

Rep objection card

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

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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.
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"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.
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NEVER SAY

"Just give it a try."	It tells the manager you don't believe your own numbers.
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"Everybody loves it."	He's heard that from every rep this week.
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"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.
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"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.
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