

Hi, I'm Emma, owner of Hunter Paper Co.

Established in 2014, fresh out of uni. Started selling prints etc that I had made at uni, and that developed into today's business -

- Stocking shops across the world by selling wholesale
- Building up our ecommerce brand
- Working towards opening a shop



DIY Selling

Revenue Streams

(how we sell)

WHOLESALE (B2B)

Selling our products to shops

RETAIL

Selling directly to the end customer
online - our own site
NOTHS & Etsy
Managed by us

WEDDINGS (custom)

Previously custom, now semi-custom
basis through our website - customer
buys directly then we email for
details.



How we actually get in front of these customers

WHOLESALE

- Trade shows
- Relationship retention over email
- Post - sending catalogues/ samples. show mail outs
- Online wholesale marketplaces eg. Faire, Abound...

RETAIL

- Social engagement - stories, DM's, building relationships & relatability
- Ads - google, facebook/instagram, pinterest
- Organic traffic from brand recognition for wholesale, NOTHS and Etsy

WEDDINGS

- Wedding shows
- PR

Getting ready to sell

When selling products there's a number of things you want to have in place before you start selling, whether it's wholesale or retail -

- Good clear photos
- Clear, consistent pricing that works for you, works with the market at large and works for your target customer
- Make it easy to navigate/ buy from you



Getting ready for *wholesale*



PRESENTATION

- Products themselves - are they shop-ready, consider packaging
- Trade show set up - shelving, displays, catalogues
- You - know your stuff / confident in your pricing etc

Quick note on wholesale pricing

General rule -
take cost of materials, double it
= wholesale price

Wholesale price, double it or x
2.4 = retail price

Consider your place in the
market/ competitors



Confidence in selling

- It does get easier with practice
- Having your facts ready, eg do you know your carriage paid number, or if you had to negotiate do you know the numbers you'd be comfortable with?
- Knowing your business/ products inside out
- 1 to 1 selling helps build confidence and test boundaries with pricing





How do you talk about money?

PRICING ALREADY FIRM

Going in confident, with the price already firmly set is hugely helpful. If you're firm in your own mind, or are already selling at this price then the buyer can take it or leave it

YOU THINK IT'S WORTH IT

Being confident that the thing you make or sell is worth the price you're charging for it is huge. This works both ways - too cheap, too expensive

THANK

YOU!

Any questions?

