# 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

- Good clear photos
- customer

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 -

• Clear, consistent pricing that works for you, works with the market at large and works for your target

• Make it easy to navigate/ buy from you

# Getting ready for wholesale



- Catalogue/ line sheet Clear photography
- Samples
- Wholesale pricing in the UK there's usually a 2.4x mark up, USA is 2x Shipping costs / carriage paid

- Minimum order values (MOV's) • Minimum order quantites (MOQ's)
- Tariffs

# Getting ready for wholesale



## **PRESENTATION**

- Products themselves are they
  - shop-ready, consider packaging
- Trade show set up shelving, displays,
  - catalogues
- your pricing etc

• You - know your stuff / confident in

# Quick note on wholesale pricing

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

Wholesale price, double it or x2.4 = retail price

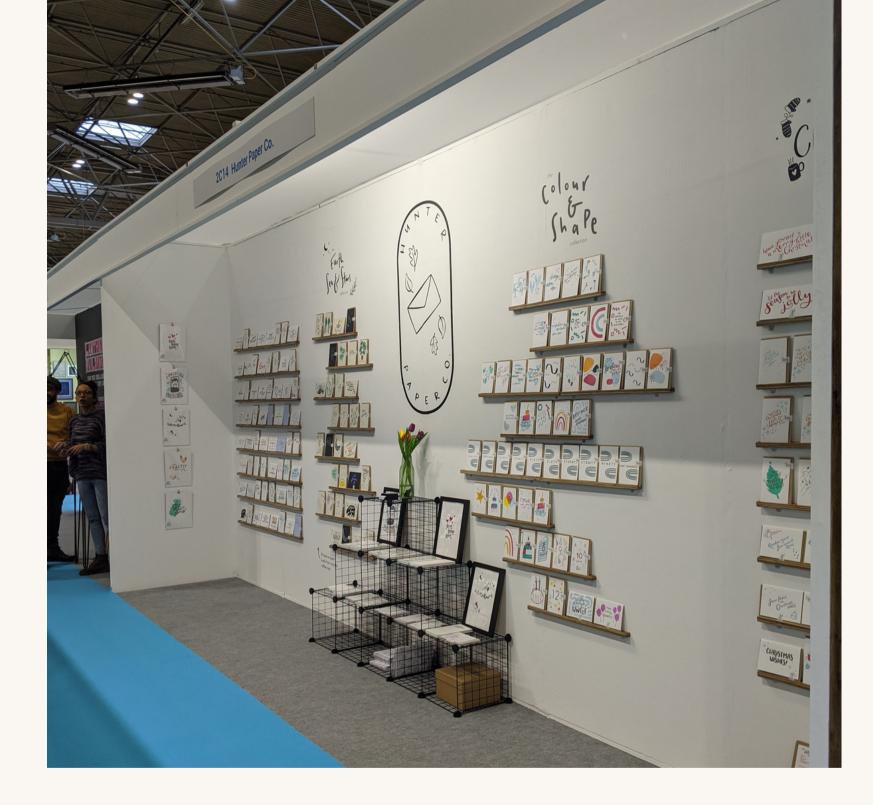
Consider your place in the market/ competitors





# 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

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

## YOU THINK IT'S WORTH IT

