



Top Five Tips to Make Your Products Successful

According to Nielsen, 3,000 consumer packaged goods products are introduced each year in the United States, and 85 percent of them fail. For consumer packaged goods (CPG) companies, it's a bit scary to hear this statistic. Our team at National Sales Solutions has spent years working with big brands, small brands and everything in between. We've compiled a Top Five Tips list in order to Make Your Product Successful. We hope you find it helpful.

#1 – A unique product with clear differentiating features and benefits is a “must have” in today’s marketplace.

Consumers are always looking for products that fulfill their needs; and “new and different” gets their attention. The marketing landfill is dotted with “me too” products that were too similar to products already on the market.

Conduct Pre-Market Due Diligence to gain a deep understanding of the targeted consumer and their needs. Conduct an in-depth self-assessment vs. the competition. Evaluate the size of the market opportunity, pricing, design, accessories, form and function, and marketing. Ask yourself why a retailer can't live without my brand.

Pre-market due diligence culminates with a “go/no go” decision and a definitive vision of what is necessary to achieve success at the retail shelf.

#2 – Understand Your Consumer.

I was at a seminar once and the moderator said, “If you are selling to everyone, you are selling to no one.” Make sure you know exactly who your target market is. Investing in marketing research is always smart. Having a laser focus on your customer is essential to make the right decisions regarding store location, pricing and advertising decisions.

#3 – Get the packaging right.

So many packages are just impractical for the retailer...too tall, too wide, too skinny to stand up on its own, no hook so it can be pegged, too many in one case...you get the idea. Be sure to consult with retail sales and marketing professionals when designing the package format and case configuration. When you don't have a lot of advertising dollars, the package becomes your most important marketing vehicle because millions of shoppers see it every week. Packaging should be visually striking. Graphics and copy should convey, within 5 seconds, why the shopper should buy it.

#4 - Think Big.

For a new brand to get on the shelves of a national retailer—and subsequently sell off the shelf--a small company cannot think small. Large brands have correspondingly large research budgets to guide their decision-making. Mimic what they do...just do less of it. Marketing investment is a must for any new product. Retailers are in business to sell product, not to sell *your* product. It's your responsibility to make sure your product sells. Hire a great marketing expert, hone in on your targeted shopper, and understand how and where your competitor is speaking to your shopper. With a little street smarts and a lot of savvy, you too can deliver a marketing mix that includes

in-store messaging as well as social, online and traditional advertising, and public relations.

Spreading limited advertising dollars too thin is a common marketing mistake among small companies. Defining a target consumer means identifying specific characteristics of the person most likely to buy your brand. You can define a target market with a combination of characteristics, such as age, location, lifestyle, ethnic background, occupation, and more. A clear vision of your consumer target will make it easy to decide which marketing vehicles and programs are worth investment.

#5 Develop a Clear Financial, Sales and Marketing Plan

Successful new product launches are not to be taken for granted. Once the product value proposition has been optimized, packaging completed and pricing determined, the next step is to develop revenue goals over the next three years. Based on the price point, how many total sales will you need to meet these goals? National Sales Solutions can assist with both your sales and marketing planning, estimating potential retail sales as well as developing a marketing and advertising approach that works in today's competitive environments.

About National Sales Solutions

Founded in 1998 and headquartered in St. Louis, Missouri, National Sales Solutions is a leading provider of outsourced sales services to consumer packaged goods (CPG) companies. We serve a diverse group of global clients and provide each with personal attention to their specific goals. We help clients launch new products, expand into new retailers, grow current sales or enter the U.S. market from abroad. National Sales Solutions offers a complete solution, serving most retail channels, including Food, Drug, Mass, Convenience, Beauty, Natural Products, and major Online retailers. For more information please call Bev Sandberg at 636-527-7115 or visit www.NationalSalesSolutions.com.