

Trend Watch

Top 10 Ways to Prepare for Line Reviews

Line reviews are a fact of life and success in them is critical. In these meetings initiated by retail buyers, manufacturers need more than just new product. They need a clear picture of how to increase sales for the retail department.



How can I maintain balance in my product line, still build my brand, and get on the shelf without the retailer telling me what to make?

How do companies improve their odds of successful sell-in? By paying attention to the **Top 10 Things Manufacturers Need to Know About Preparing for Line Reviews.**

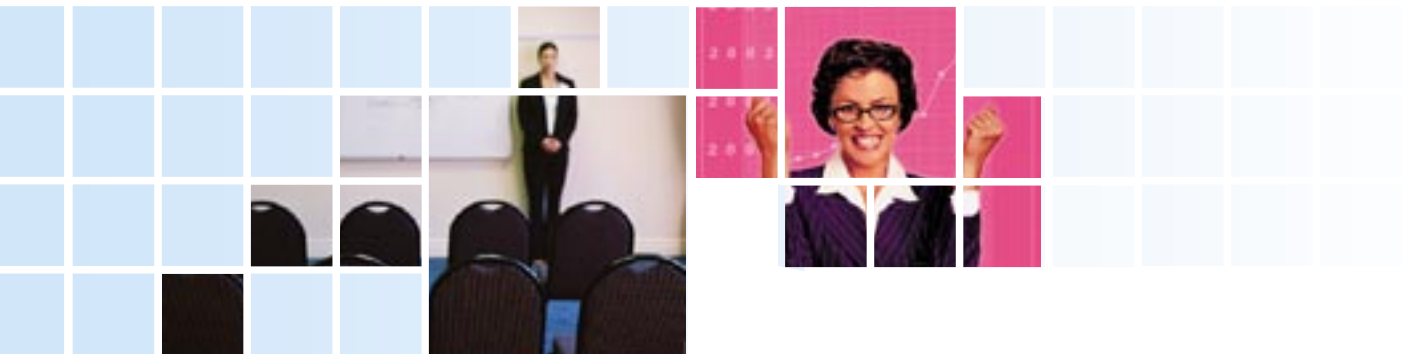


10) Know the retailer

Walk the store. Try to discern the retailer's strategy, and think of ways to improve it. While standing in front of competitors' products, look for value-added features that don't add cost.

9) Do your homework

Buyers have objectives, and it's the manufacturer's job to understand them. Ask ahead of time whether the buyer is seeking shelf consolidation, inventory reduction, a move into the hi- or low-end, or perhaps a new import strategy. Is cross-merchandising a hot button?



Buyers want to hear that your strategy will increase their sales, profits and how much.

8) Know the market

Some large retailers have formed their own trends groups. If you're not one step ahead of them, consider engaging a strategic design partner to ensure freshness and innovation in this key area.

7) Be prepared

Go in with a well thought out program that includes a strategically aligned plan for packaging, merchandising and POS materials, in addition to such details as pack information, part numbers and pricing.

6) Know the competition

If retailers don't get what they want from you, they'll get it from the next presenter. Anticipate what competitors are likely to do by walking the store and surveying their product. Envision a better way to communicate features and benefits on packaging. Check out their other product categories for insights.

Proteus understands the line review process, and prepares manufacturers for successful sell-in. Whether you know about the line review in advance, or your phone suddenly rings, Proteus can help assemble the whole picture – product, brand, messaging, packaging, merchandising – in other words, get all the ducks in a row.

To hear the **Top 5 Things Manufacturers Need to Know About Preparing for Line Reviews**, call Proteus at 617-263-2211.

Proteus. Consumer product experts for today's changing markets.
View our portfolio at www.proteusdesign.com, or call 617-263-2211.



MASTERING CHANGE

77 N. Washington St, 8th Floor
Boston, MA 02114

T 617-263-2211
F 617-263-2210

www.proteusdesign.com
contact@proteusdesign.com

The Proteus logo and Mastering Change are trademarks of Proteus Design, Inc. All other names and trademarks are property of their respective owners.