

“ABC” BUSINESS OUTREACH PLAN

TYPE	STEPS	TEMPLATES AVAILABLE
Amazon End Buyer	<ol style="list-style-type: none"> 1. Take no more than 30 minutes to research the company to find out: <ol style="list-style-type: none"> a. What industry they are in. b. What distributors do they work with? c. What they may be using our tools for. d. Their company vision/values and how ABC aligns with it. e. Find out their general info email (through contact us; typically something like info@companyname.com for example) f. Recent accomplishments/ news company has been featured in (Did they introduce a new product? Did they recently receive an award? Did someone in their company get featured in a publication? What special projects or non-profits do they support?) g. What other companies are similar to them who have not purchased from ABC that we might also want to reach out to? h. What trade magazines might they be featured in or work with? 2. Use EXISTING BUYER Outreach letter template in DIRECTORY LINK to fill in customer specific info (in this order): <ol style="list-style-type: none"> a. Acknowledge something you found out about them recently from your research and how we connect to that. b. Reference their company mission and values and how we align with them. c. Thank them for their recent purchase and offer our extended warranty. d. End with offering our support. 3. Email out using ABC email header/ template graphic. 	EXISTING BUYER Outreach

TYPE	STEPS	TEMPLATES AVAILABLE
Similar End Buyers that have not yet Purchased	<ol style="list-style-type: none"> 1. Use research about similar companies to existing companies to identify outreach opportunity. 2. Conduct similar research on industry, distributors, company vision, what they could potentially use tools for, their contact person/email, recent accomplishments or news, potential trade magazines. 3. Use POTENTIAL END BUYER Outreach letter template in DIRECTORY LINK to fill in company specific info, to include: <ol style="list-style-type: none"> a) Acknowledge something you found out about them recently from your research and how we connect to that. b) Reference their company mission and values and how we align with them. c) End with offering our support. 4. Email out using ABC email header/ template graphic. 	POTENTIAL END BUYER Outreach
Distributor-Existing	<ol style="list-style-type: none"> 1. This is considered executive management level communications. If you find an opportunity to partner or communicate with existing or new distributors, please pass along to the Exec team. 2. Research potential buyers of theirs who may be purchasing on Amazon instead of through them. <ol style="list-style-type: none"> a. Also consider the trade magazines they may read or be featured in. 3. Schedule a phone/ in person meeting with key liaisons to discuss opportunities: <ol style="list-style-type: none"> a. Listen carefully so that you understand their background, processes, and existing methods. b. Ask the right questions (see EXISTING DISTRIBUTOR Outreach Script in DIRECTORY LINK) c. Determine where ABC fits in – if we fit in – and either thank them for their time or continue conversation (See Script for this as well) 4. Follow-up with appropriate written communication thanking them for their time, from EXISTING DISTRIBUTOR Outreach No Thank You Closing or EXISTING DISTRIBUTOR Outreach Opportunity Closing in DIRECTORY LINK. 5. Email out using ABC email header/ template graphic. 	<p>EXISTING DISTRIBUTOR Outreach Script</p> <p>EXISTING DISTRIBUTOR Outreach No Thank You Closing Letter</p> <p>EXISTING DISTRIBUTOR Outreach Opportunity Closing Letter</p>

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Distributor- New	<ol style="list-style-type: none"> 1. This is considered executive management level communications. If you find an opportunity to partner or communicate with existing or new distributors, please pass along to the Exec team. 2. Determine potential distributors to reach out to. 3. Go to their website and look for the “Become a Supplier” or similar language link and click on it. 4. Enter our online application; you may need confidential or distributor-specific information about the company to complete this, including: <ol style="list-style-type: none"> a. Federal tax ID, DUNS #, etc. b. Supplier’s last year revenue, expected distr. First year revenue, market share, and other financial data. c. Where possible, indicate our Minority and Women Business Owned status. d. Who our primary competitor is. ** e. Suggested product line is “Hand Tools.” f. Additional info. This is where we would use the opportunity to include our information – use the ABC BIO FOR DISTRIBUTORS in DIRECTORY LINK to populate this field. 5. Review information/get approval and submit. <p><i>** If they provide a drop-down list of their competitors, you can use this as an opportunity to source other new distributors to reach out to.</i></p>	ABC BIO FOR DISTRIBUTORS

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Trade Magazine	<ol style="list-style-type: none"> 1. Use research from the other categories to identify new trade magazine opportunities. 2. Research to find out who editor or point person is to contact. 3. Create profile for person with background, experience, hobbies, etc. in order to have talking points to establish a relationship once connected. 4. Get latest issue of this trade magazine and read to find an article of interest. 5. Use TRADE Outreach letter template in DIRECTORY LINK to fill in article of interest info and inquire about placement in new product section. 6. Email out using ABC email header/ template graphics. 	<p>TRADE Outreach Letter</p> <p>I enjoyed your recent article on XXXXXX in the ISSUE DATE and thought our buyers would also find this topic of interest, as well as your magazine. We would love to be considered for your new products section; could you share your requirements for being included in future issues?</p>

Existing Distributor Outreach Script

VT REP: Good afternoon. Thank you for taking the time to meet with **me/us**.

Phase 1 – Getting to Know Them Better

I was interested in learning a little bit more about your company’s methods and processes. Would you mind if I asked you a couple of questions?

- How do you target your customers currently?
- *What are potential questions you’d want to ask?*

Thank you so much for that insight. It helps me to understand better how your distribution works.

Phase 2 – Customer Lists

I also wanted to let you know that in running our Amazon sales reports, we couldn’t help but notice some of the business buyers might actually be among your customers.

Would you be interested in learning who these parties are? Perhaps even if they are not existing customers, they could be potential buyers in the future.



