

SMART BUYING ON MAIN STREET

TRADE SHOW FLOOR BUYER CHECKLIST

Great questions lead to great decisions.

— BY GABE TRAHAN —

★
**MAIN
STREET**
STRONG
TOGETHER
FOR PATIENTS

PHARMACY

Rx



PROFITABILITY

- ☐ What margin are retailers typically achieving with this product?
- ☐ What is the typical retail price range for this item?
- ☐ What's the highest and lowest retail price you've seen in the market, including online?
- ☐ Are there MAP (Minimum Advertised Price) requirements?



SHIPPING & FREIGHT

- ☐ Where does the product ship from?
- ☐ Who pays the freight?
- ☐ Is free shipping a one-time offer or an ongoing benefit?
- ☐ What volume is required to qualify for better freight terms?
- ☐ Can I pick up orders directly from the warehouse to save on shipping costs?



REORDERING & INVENTORY

- ☐ What is the minimum reorder quantity?
- ☐ If an item is out of stock, do you substitute it or remove it from the order?
- ☐ How does an out-of-stock item affect minimum-order requirements?
- ☐ What are the top five selling SKUs in this line?



MERCHANDISING

- ☐ How do your best customers merchandise this product?
- ☐ What retail formula do successful stores use?
- ☐ Do you provide displays?
- ☐ If so, who pays the freight on the display?
- ☐ Do you offer in-store signage or point-of-purchase materials?



MARKETING SUPPORT

- ☐ Do you offer sampling programs?
- ☐ Do you provide training videos or educational materials?
- ☐ Is co-op advertising funding available?
- ☐ What marketing support do your strongest retailers use most effectively?



RETURNS & POLICIES

- ☐ What is your return policy?
- ☐ Who pays return freight?
- ☐ Do returns result in a refund, store credit, or product exchange?



SALES TRENDS

- ☐ What are the peak selling times for this product line?
- ☐ What are the slowest selling periods?



ONLINE COMPETITION

- ☐ Does your company sell directly online?
- ☐ If so, do you provide a retailer locator that directs customers to local stores?



PAYMENT & DEAL TERMS

- ☐ Can I pay by credit card?
- ☐ Is there a discount for prepayment?
- ☐ If this is a special show offer, can you provide the terms in writing?

- ☐ What contact information should I keep if there is an issue with the order later?
- ☐ Are you offering end-of-show discounts on inventory being shipped back to the warehouse?

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**KNOW YOUR NUMBERS.
ASK GOOD QUESTIONS.
BUILD A STRONGER
MAIN STREET.**

YOUR STORE. YOUR COMMUNITY.

SMARTER DECISIONS. BETTER RESULTS.