

Natural Products Field Manual, Ninth Edition FAQ's

- 1. Are the databases reasonably current and up to date?**
 - a. Yes, we burn flash drives as we sell books and make every effort to stay on top of major changes and industry developments.
- 2. How does the half-day consulting work?**
 - a. It is very flexible. Some folks spread it out over a year so they can have an open door to get questions answered as they come up, some take it all at once, and others do it in one to two hour segments when they have a list of issues they would like to plow through. Still others will engage us for 1-2-3 days and then take the half day off of the total project.
- 3. Do you really have the answers to all of life's questions?**
 - a. Well...most... but when it comes to issues pertaining to bringing natural, organic and specialty products to market across all classes of trade, for all the many things we don't know, we have a great network of industry friends and most answers are found within one or two degrees of separation.
- 4. Are there really over \$100,000 worth of money saving coupons? What's with that?**
 - a. Yes, many of our contributors and industry partners such as SPINS, McGinn eComm consulting, Natural Food Merchandiser, and leading Brand Management, PR firms, branding companies, and others provided coupons for their products or services as a win-win-win. It allows us to offer more value to purchasers of the manual, our friends get exposure to new customers and our readers can defray the cost of the manual package or in some cases come out ahead on their savings.
- 5. Did you write all this yourselves or did you get help?**
 - a. Lordy no - we are proud to say that we had over 50 highly regarded, industry friends, experts, luminaries write essays, editorials and commentary adding enormous insight and literally hundreds of years of experience to the nuts and bolts content we provided. In addition to the content they wrote, Bob and Rick were able to recruit some great contributors to bring together the experience and knowledge of highly successful people in the industry.
- 6. Is it true that there are clues hidden in chapters throughout the book which lead to a fabulous buried treasure?**
 - a. Sorry, no comment.
- 7. \$3,999 is a bit steep for a book, what's with that?**
 - a. Well, first it is a "package" that includes the 4 volumes, 44 chapters of content from the authors and the 50 outside contributors, the databases on the Flash Drive, \$100,000 in coupons and the half-day personal consulting by the authors. Next, the cost is a pittance compared to what most companies who buy it are undertaking by bringing products to market. Just getting pricing, margins, deal structures and broker objectives right more than pays for the manual. For example, the chapter on trade spending and managing deductions alone pays for the manual many times over. For more on this, please see:
<http://www.naturalconsulting.com/fieldmanual/why-its-a-no-brainer/>
- 8. Come on seriously – about the buried treasure.**
 - a. "The cave you fear to enter holds the treasure you seek" - Joseph Campbell