



## **Why the *Natural Products Field Manual* is a No-Brainer for anyone bringing natural, organic, or specialty products to market.**

First off, here is the capsule summary of what you get for your thoughtful investment:

Briefly, the *Natural Products Field Manual* comes with:

- 4 volumes, 44 chapters of "go to market" content enriched by the insights and commentary of 66 industry CEO's, retailers, brokers, distributors and experts
- CD with directories of stores, buyers, brokers, distributors, budget models and PR lists
- \$30,000 in money saving coupons from leading service companies in the industry
- Half-day consulting by the authors that can be structured flexibly.

1. The average company spends about 15% to 20% of sales on trade spending (allowances, slotting/free fills, ads with distributors and retailers). For a small \$1M company, that's \$150,000 to \$200,000 on the table. For a larger \$10M company that's \$1.5M to \$2.0M and so on. Any amount of trimming or spending your scarce dollars more wisely pays for the manual many times over.
2. Many companies struggle to put a broker network together and then wait for the orders to come in. You may be paying a commission based on net sales or if you are an early stage company, you are likely paying a retainer. Retainers can be \$10,000 - \$15,000 per month for national representation or \$1,500 - \$3,000 per region for specific regions. Working effectively with your brokers can make these investments pay off and lay the groundwork for a profitable relationship. Not doing so is frustrating all around and results in a lot of money going down the drain.
3. Many products in the natural and specialty channel go through distributors. Understanding distributor expectations, program options and costs associated with growing your business are critical factors for building a profitable company within this highly competitive environment.
4. It's one thing to say to your broker, "go out and grow sales". It's quite another to say "let's get these 4 items into these prioritized 60 stores in this specific region in the next 90 days." You can do that with the database of key stores that comes on the CD.
5. If you are launching a new product you will want to get the word out. This Manual includes a comprehensive chapter on "Do it yourself PR" prepared by Sue McGovern of McGovern Communications. You can then use the media list on the CD to send out your snappy and compelling press release. Book flight to Chicago for Oprah.

6. After reading the excellent chapter on branding by Glen Rudberg of Ethos Marketing, you can read the essay by Stonyfield Chairman and CE-YO, Gary Hirshberg on “How to Build a Relationship with your Consumer”. These are amazing insights you really can’t get anywhere else.
7. Inevitably many businesses need to raise capital in order to fund their growth. Understanding the role of the investment banker and venture capitalist is vital. Also while many people agonize over issues like valuation and dilution, they are always in the larger context of the term sheet. Navigating the term sheet and anticipating and understanding the issues contained therein is an essential process for anyone planning to raise capital from outside investors.
8. There are over \$30,000 coupons for products and services for companies bringing products to market – check them out. You will likely defray the cost of the manual or more than pay for it by using some of the coupons contained therein.
9. The half-day consulting can be structured very flexibly. Some people spread it out over a year, having an open door with which to call and email with questions, some use it in scheduled blocks, some engage us for longer periods and take the half day off the total time used. In some cases it is clarifying content and answering questions specific to your business. In other cases it is getting referrals and introductions to brokers, brand management companies, and other service providers.
10. At the end of the day, you are undertaking a massive and risky endeavor. The modest investment in the *Natural Products Field Manual* is a drop in the bucket compared to taking the wrong step on pricing, positioning, broker selection and management, promotional programs, and so many other issues and decisions in this journey.
11. These are but about 10 of the issues in the 44 chapter, 4 volume manual – they all have great value.

Lastly, we would remiss if we did not point out that despite some popular misconceptions, the *Natural Products Field Manual* is not just for small startups. It has been used by large consumer packaged goods companies, veteran larger natural and specialty companies, consultants, investors, recruiters, universities, foreign consulates, and others. VP’s of Sales buy it for their CFO’s and CEO’s. Marketing folks want to understand what happens in the real world, and enlightened managers get it for staff development and for new recruits from outside the channel.

So, are you pounding the table and saying “buy!” yet? If not, please re-read.

Please email: [BBurke@NPCInstitute.com](mailto:BBurke@NPCInstitute.com) or [RMcKelvey@NPCInstitute.com](mailto:RMcKelvey@NPCInstitute.com) if we can answer additional questions.

Thanks,

