

# **Courting, seducing and building everlasting (and profitable) relationships.**

Learn strategies and key insights on how to take your business from a few accounts to profitable key accounts-selling into big business.

Key accounts, like any relationship, require hard work, dedication and ongoing support. Are you ready?



# The personals

Jacqueline Sava, BFA, MBA

Background in award winning product design. Patents, trademarks, brands

Owner of Soak Wash Inc

Soak is currently distributed in over 1000 retail locations from Sears stores across Canada to catalogs in Japan.



# Key Accounts- What and who are they?

Profitable, influential, targeted.



May provide:

- Revenue, exposure, opportunities for growth

Will require:

- Specialized attention, customization, commitment and passion



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# Getting dressed for a night on the town

- Know your key points of differentiation.
- Get your brand in order
- Establish your pricing strategy
- Create professional marketing tools
- Know the legal details surrounding your product or service and your market
- Represent your product
- Put your best face forward



# Cruising the strip

- Define what kind of customer you'd like to attract
- Make the list before you go out
- Know where your rules, boundaries and margins are flexible, and how flexible
- Learn as much as you can about prospective accounts before you meet the buyer



# Scoping the competition

- Know your competition
- What (if any) competitive products do your prospects carry?
- Understand terms, discounts and conditions
- Visit stores, websites and learn about your market
- Become an expert in your field



# Flirting

- Put your best face forward
- Send samples in appropriate packages
- Include letters, contact info. & pricing
- Understand the seasonality of your business and customers
- Secure media to support your brand
- Professional buyers differ from single store owners



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# The first date

- Arrange a meeting dedicated to your product
- Deliver a visual presentation and provide copies
- Gather information
- Don't give it all away
- Listen and learn





# Casual dating

- Be prepared to negotiate on pricing, volumes and timing
- Learn the history of the business
- Understand where others went wrong
- Be patient and relaxed
- Double date- bring a colleague to a meeting



## Going steady

- Work with the buyer to forecast sales.
- Gather information about protocols, terms and other corporate conditions.
- Start slow. Under promise, over deliver.
- The most important person to you is your buyer's consumer.

Consumer → Retailer → Buyer → You



# Building a solid relationship

- Visit stores.
- Follow up on delivery.
- Ask for ongoing sales reports.
- Consistent communication is key.
- Provide merchandising and promotional tools.



# Merchandising board for Sears Canada



Soak is the fresh, new solution for hand-washing the delicate items you care about most.

## Product Mix



Soak Wash Inc. is an award-winning product design company.

**Full Size**  
12oz. 4oz. 12oz. 4oz.  
12 pack 12 pack 12 pack 12 pack  
\*best in a class price  
100% pure

**Current products from Soak**  
Soak's core fragrances include Flora, Aqualis, Citrus and Scentless - for your sensitive skin.

**New concepts from Soak**  
Soak continues to develop new fragrances, products and offerings to keep the collection fresh and modern.

## Features and Benefits

Our customers often ask us how they can best take care of their lingerie, hosiery, cashmere, and other fine fibers. They have a modern take on life, so we decided to offer them a modern approach to fiber care, too. We developed a premium, no-rinse wash solution that works with delicate - and with anything else people care enough about to hand wash.



It's not just about hand-washing. It's about treating your hand-washables to a bath. With no clumpy powders, annoying residue, or cloying perfumes left behind.

- No-rinse formulation
- Gentle on fibers and hands
- Ideal for hand & machine-washing (including HE)

### Soak is environmentally friendly

No dyes, no harsh ingredients and a biodegradable formulation makes each Soak fragrance a fresh and ultra-clear way to take care of the fine fibers you care about most.

## Extended Uses & Cross Promotions

Use Soak on:

- Lingerie
- Swimwear
- Hosiery
- Baby clothes
- Travel with it for a quick clean on the go
- Work-out gear, yoga gear
- Cashmere, silk, linen, wool
- Embellished clothing
- Home textiles



"Soak actually convinces customers to hand-wash their lingerie"

### Use Soak for swimwear, travel and workout gear

Soak is designed to suit all gentle fibers. Maximize retail sales by promoting Soak across all departments. Give mini-soaks for travel or a trip to the beach, suggest Soak for cashmere, wool and all fine sweaters.

## Merchandising and Marketing Tools



Soak postcards can be customized for Sears, targeting a specific message for consumers in all departments.

Custom merchandisers are designed to highlight Soak among accessories.

- product sampling
- event sponsorship
- sample program
- product knowledge for staff



**Mini-soaks**  
Mini-soak single-use samples can be tagged on select lingerie, swimwear, sweaters etc. Additional mini-soaks can be purchased for promotions and product launches.

## Gift with Purchase Programs

Our strength is finding the perfect promotional programs for Soak, your stores and your brands.



Please enjoy the enclosed Soak samples with our compliments. These single use samples are great for travel or trial use. We trust you will find Soak is the best way to provide gentle, rinse-free care for your finest Triumph lingerie.



### Custom designs are our specialty

At Soak we'll create the perfect custom hang tag to attach to every garment. Your customers will appreciate the recommended care and support from Soak.

## Media and Advertising



- Support for in-store events such as fashion shows or fund-raisers
- Product support for promotions, giveaways and contests
- Media and brand exposure

Soak worthy® ad campaign featured in-store can be custom designed to include your intimates or featured brand.



### Soak is featured in National media on a regular basis

"The premiere cleanser for all your delicates" - InTouch Weekly  
"Soak's a soap star" - Daily Candy, "Scentful Suds" - SweetSpot.ca



soakwash.com

# Anniversaries and other family events

- Meet the family- know who is in charge of what.
- Build your products into promotions and holiday events.
- Staff training and product knowledge.



# Keeping the flame alive

- Introduce new products.
- Expand into different departments.
- Collaborate with other brands to provide unique offerings.



# Exchanging phone numbers



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