

# 7 STEPS TO SELL MORE IN-STORE

Getting and keeping the attention of harried store managers is tough. So how can field reps engage busy managers long enough to deliver a compelling sales pitch?

## 1. Look Professional

Stop fumbling with static sell sheets and spreadsheets. Sales reps look and feel more confident with a professional selling tool which lets them access high-quality sales materials from their mobile device.

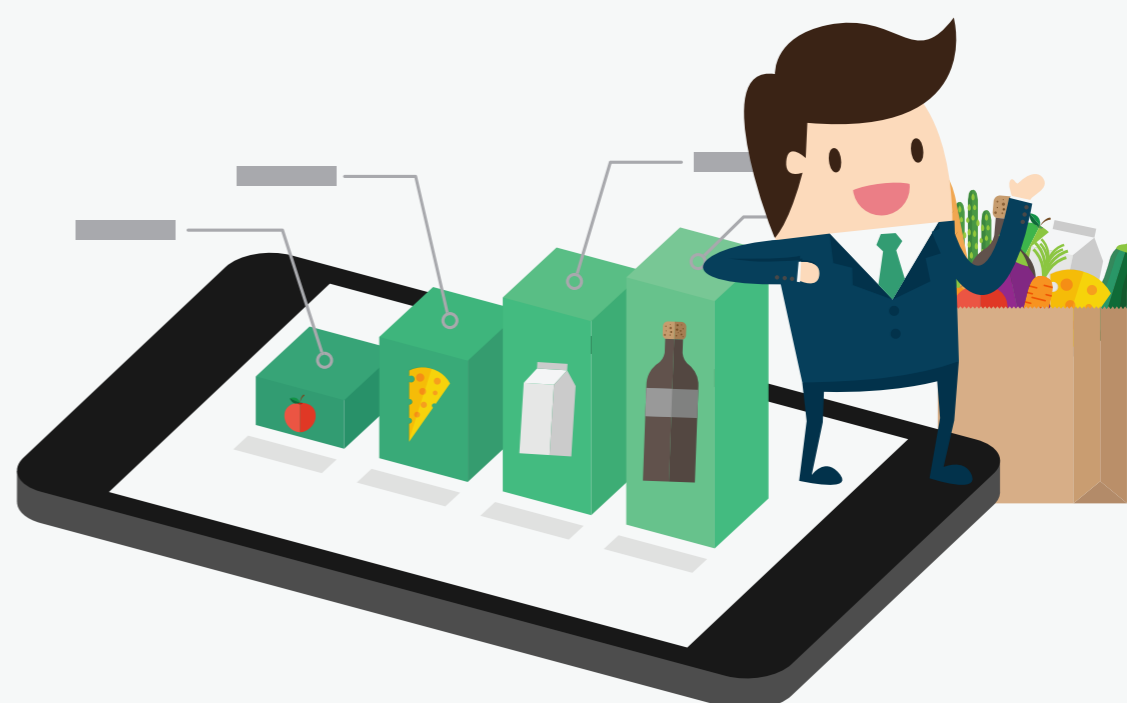


## 2. Make the Connection

Ditch the one-size-fits-all pitch. Aim to deliver a dynamic, targeted sales story that matches the flow, logic, and situation at hand.

## 3. Sell with facts!

Engage store managers by integrating their store's POS data and shelf conditions into your pitch.



## 4. Dare to Compare

Nothing stokes competitive instincts like showing a store manager how their sales compares with other stores in their chain or area.

## 5. Show Them the Money

Use substitution scenarios to demonstrate the revenue impact of replacing a competitor's products with your products.



## 6. Add the Sizzle

Be armed and ready with videos of upcoming ads and promotions, photos of new displays, PDFs of packaging and shelf space specs.

## 7. Seeing is Believing

Let store managers see exactly how a new display will look in their store. Augmented reality lets you "virtually" put your display in the store - and in the manager's mind.



## Ready to Deliver More Effective Sales Pitches?

StayinFront's innovative in-store selling tool, **StayinFront PitchBook®** seamlessly integrates fact-based sales information with videos, marketing materials and augmented reality into an effective sales pitch.

Deliver customized, data-driven sales pitches that engage managers in meaningful conversations and close more opportunities.

Sell More with StayinFront PitchBook

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