

## **Retailer Questions Western Juniper Value-Added Project**

### ***Introductions and General Background Questions***

- Who am I and why am I here? [For example, performing market research; soliciting opinions; visiting limited number of select retailers representing different market segments; may result in redesign or new products. May want to go through questions before asking opinion about prototypes.]
- What do you look for in products you carry?
- What product/product lines are good sellers? What makes them popular?
- What do people ask for that you can't get? Do you have any product line voids or ideas about new products? [May want to consider using of "room" or some other location to assist thinking - home office, family room, living room, garage, tack room, etc.]

### ***Prototype Questions***

- What would make your customer say: "Just what I wanted!" or "I gotta have it!"?
- How well do prototypes fit with current and expected products? How could they be changed to better fit you and your customer's needs?
- What trends do you see?
- Shelf space/product footprint constraints?
- Prototype design suggestions?
- Packaging/promotion ideas?
- Potential quantities?
- Price?
- Competition?

## **Potential Retailer Questions - Continued**

### ***Wrapup***

- What does it take to do business with you?
- Who else should we talk to? Any suggestions about where else potential product line or ideas may work as well or better? Contacts and phone numbers?
- Preferred distribution channel?
- What would it take to make your buyer or sales rep. say: "Just what I've been looking for!" or "I gotta have it!"?
- Buyer or sales rep. contact, phone number, introduction?
- Any specific sales rep. recommendations? Who is the best one or who do you prefer dealing with? Who would do a good job with the potential product line?

### ***"Depending on How Well Things Go" Questions***

- Who are your customers?
- Why do they come here?