

# Retail empire

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## Brief

**Specialty Stores masterclass is the fastest way to get your products online to 1000's of stores all over the USA.**

## Talor Ofer | Creator of Retail Empire

My name is Talor. I have been selling products to retailers since 2005. When I was living in China and producing for Walmart and Costco, I was a part of a group that sold millions of \$ worth of merchandise to retailers in the USA. During those years, I worked with various product lines: Outdoor gear, Electronics, Apparel, Cosmetics, and more. We sold to over 60 different retailers and noticed that one of the easiest and most efficient ways to grow fast is by selling to a channel called specialty stores, which is from the stand-alone store up till a few stores (small chain) companies.

While selling my private labels, in 2018, I started teaching vendors, mainly those who sell on Amazon/eBay and Shopify, how to sell their products to specialty stores.

## **Who is the specialty store channel for?**

Every company or person who wants to sell to specialty stores can join me and learn how to do this so that they can enlarge sales in their business almost immediately.

The masterclass is for e-commerce, Amazon, eBay, and any online or another offline platform vendor. Actually, for everyone who wants to sell their products in significant figures.

## **Opportunity: Amazon is tiny compared to having this model**

What is the big opportunity here?

While you already have your own private label or a line of products, with Specialty stores masterclass, you can learn in simple five sessions how to grow your business and start selling very quickly to physical stores across the states.

The online market in the USA is just 10% of the whole retail market, 6.5% Amazon and the rest are the other e-commerce platforms. You have a line of products, wouldn't you sell it at the additional 90% of the market?

## **5 modules**

### **Module 1:**

Product focus, Categories, and Research.

Let's learn how quickly with a few tricks and tips you can discover who is your audience and where you can sell your products besides your current online

channel. Investigating who is your target audience, not a consumer but wholesale wise, isn't just about googling. There are other tools to do it faster and with better results.

### **Module 2:**

Pricing and orders – We shall dive into numbers to make sure your very first quotation will be accepted,

Learn how stores calculate their profits, how they order goods, and what they expect in terms of pricing/payment terms & method/freight/contracts and operational side.

### **Module 3:**

Branding and visibility– these are keys to success. There are a few principles in branding that makes your 'story' around the product an exciting one. It is crucial as we are all living in a very fast decade, and decisions happen very fast, mostly based on appearance. You can have the most fabulous product on earth, but if the branding isn't overpowering, people won't notice it, and you will miss opportunities.

Besides theory, we shall link you to professionals who already did these many times and are qualified to build your teaser deck/catalog/look book – in a short time and minimal costs but with a stunning outcome.

**Module 4:** Marketing and Sales + Briefs – How to create the exact text that would make the other side say: “Hey, I want to hear more”, or “WOW, I want to see a sample of this”. There are a few forms I have built during the years. I have tested all of them. Now I can confidently tell you what works the best 100%, leading you to the results you want: getting orders from specialty stores.

## **Module 5:**

Finding key persons – my favorite part! I will show you how very fast you can find thousands of stores relevant for your products, and how to touch base with them quickly and professionally, creating new orders.

## **Bonuses**

We are going to link you to:

- 3PL for small-medium orders – quick, low-cost, and efficient one.
- Professionals for any step you want to outsource out of the steps above.  
We shall link you only to people that are quite enough time in the industry and knows the exact needs of retail as we coached them one by one ourselves.

Besides that, we are going to open more special channels for your line, be ready for big surprises at the last session!!