

# *Maximizing Cheney Buying Show*

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Preparing to get the most out of your time at the CBI BUYING Show!

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In 10 minutes, you can follow this outline and reap more benefit than you ever have at our Cheney BUYING shows. The key is preparation and remembering that knowledge is power. Go with your sales hat on rather than your purchasing hat!

Here are a few proven suggestions...

1) 30 seconds

**Co. Review Sheet**- Tell a story pictorially of who you are, what your reach is, and impress upon your supplier your strengths and marketing area...even if you think they know you well. Give them your business card or a copy of your **menu is an option**.

2) 2 minutes

**Supplier Review**- Show in a brief recap that you prepared prior, what you do with them. (i.e., purchasing history, number of SKU's, successes, growth, support etc.) Historical data should be in Data Connect IPAD under your account too. Don't assume that the Supplier Rep. you are meeting with will know your business with them or will be prepared to talk about it. If you're speaking with a Regional from outside your area and he/she doesn't seem to have authority in your area...have a field day and educate him/her on what their company does or not do with your company and what is expected due to competition. Communicate your business challenges and opportunities. Ask them about their movers and shaker (trendy) items for 2018.

3) 5 minutes

**Negotiate**- ASK for additional items not being offered with specials that you already carry and want to support/promote. ASK for extra allowances on existing items, NEW items allowances, COUPLED with what you will do for them/their business with these additional deals, if they were to give them. Ask for menu allowances and merchandising material to promote their line. Share your plans specifically for their line or items.

**1. Have your DSR help gather the pertinent info, Top 10 items for allowances and additional deal targets.**

**2. Allow the DSR to add Top 3-4 NEW items you are looking to add to your menu or concept.**

**3. Ask vendor for any existing Operator active rebates**

4) 2 minutes

**Close**- Leave them feeling like they have a partner or at least know where they stand. IMPORTANT to get everything negotiated that moment in **WRITING and SIGNED OFF**.

