

Specialty Food Processor

Sales Sheet and Pricing Sheet Templates

Before you approach a store or distributor to buy your product, it's important to make sure you have the following three items stapled together along with your packaged product: **a business card, sales sheet and a pricing sheet.**

Sales Sheet Layout Template

A **Sales Sheet** is a flier that provides information that a potential store owner/manager, category buyer, or distributor needs before making a decision to carry your product.

For food processors just starting their business, here is a basic template for a 8x10, single sided Sales Sheet. Processors have the option of creating a two-sided Sales Sheet by adding a full color cover sheet that features attention grabbing photo(s) of the product along with the company logo. The final format is the choice of the processor but must convey the necessary information for marketing the product(s).

| | | | | | | | |
|--|--|---------------------|--------------------------|--------------|---------------|--------------------------------------|--------------------------------|
| Name of Company/Logo Picture(s) For Attention Grabber (Professional, high resolution, full color picture of product unit (s)/flavors. It can be individually packaged units, units packaged in boxes if sold in boxes, and/or pictures of the packages in a display unit you offer. Stage them for being photographed to create a capturing marketing image) | | | | | | | |
| Company Story | Product Attributes (List info such as below) <ul style="list-style-type: none"> • How Stored (Shelf Stable, Refrigerated, Frozen) • Weight and package type (ex. 8 oz Jar) • Nutrition labeled? • Barcoded? • # units in case and/or units in package if sold as package • Shelf Life (how long is it good for?) • List any such qualities (Ex. Gluten-Free) | | | | | | |
| <table border="1" style="width: 100%;"> <tr> <td>Contact Person Name</td> <td>Office/Cell Phone Number</td> </tr> <tr> <td>Company Name</td> <td>Email Address</td> </tr> <tr> <td>Address of Business Corporate Office</td> <td>Website/Social Media Addresses</td> </tr> </table> | | Contact Person Name | Office/Cell Phone Number | Company Name | Email Address | Address of Business Corporate Office | Website/Social Media Addresses |
| Contact Person Name | Office/Cell Phone Number | | | | | | |
| Company Name | Email Address | | | | | | |
| Address of Business Corporate Office | Website/Social Media Addresses | | | | | | |

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Pricing Sheet Layout Template

A **Pricing Sheet** can be a black and white document and is usually changed more regularly to reflect the pricing for the store targeted and as well as any changes in costs that the processor incurs over time. Again, the format can be determined by the processor and the rows and layout used in the table will vary based on the number and types of products.

Name of Company/Logo

Tag line if have one

Picture of Product

Picture of Product

Pricing

(use one of below tables to format your information)

| Product (and Flavor if applicable) | Size | Wholesale | MSRP | UPC # |
|------------------------------------|-------|-----------|--------|-----------------|
| Ex. Basil Alfredo Dip | 8 oz. | \$3.10 | \$4.49 | 0 87162 14312 7 |
| (Second Product) | | | | |

or

| Product (and Flavor if applicable) | Size | Case Count | Case Price | Cases Per Pallet | Whole-sale Price | MSRP | UPC # |
|------------------------------------|-------|------------|------------|------------------|------------------|------------|-------|
| Ex. Basil Alfredo Dip | 8 oz. | 12 | \$33 | 250 | \$2.75 | \$3.99/Jar | |

Marketing Available (Include what you intend to offer):

Shelf Talkers

Shippers

Sales Events and Promotions When Permitted

Email (email address) or Call/Txt (phone number)

Order Online: (Website link if you have this)

(Company Name)

(Company Address)

(Icons of Social Media Used)

Questions?

Please contact the Product Center at product@msu.edu or productcenter.msu.edu



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