

WESTOCK SALES DECK BUILDER

1

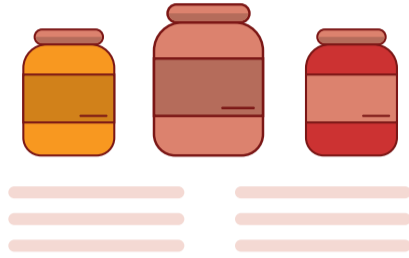


COVER

MAKE IT POP!

Personalize it for the recipient.

2



YOUR STORY

WHY PICK YOUR BRAND

- Highlight your story and why you felt this product and brand needed to exist in the world.
- Why is your brand different.
- How this trend is going to shape the future of the category.
- Keep it light and fun.

3



PRODUCT PAGE

INTRODUCE US TO YOUR PRODUCT ON THIS PAGE

- Use clear images of your product and bring attention to your cost, product description, case pack, shelf life, etc.
- Highlight any callouts about your product i.e Organic, Gluten-Free, Women-Owned, Etc.

4

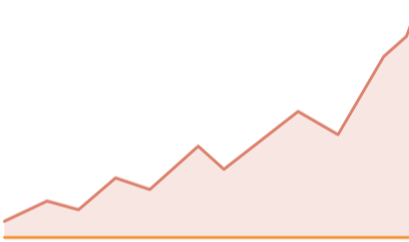


TRACTION

MAKE THEM FEEL YOUR MOMENTUM

- Use this slide to tell the person where they can find your product and the wins you have had so far.
- This helps establish to the decision maker that you are growing and creates FOMO with the buyer that they need to move quickly on your product.

5

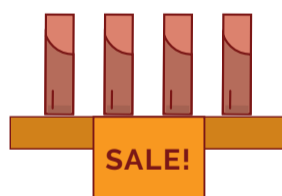


SALES DATA

SHOW OFF THAT YOU KNOW WHAT MATTERS MOST!

- You want to show the buyer that your brand is a rocketship and just how well you are supporting your current accounts.
- Show the velocity at top accounts, specifically how many products are sold per sku/per week/per store.

6

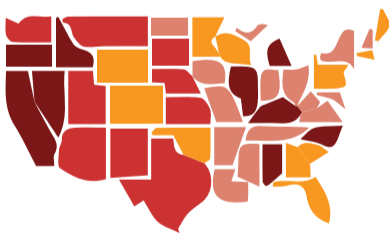


SUPPORT PLAN

THE MOST IMPORTANT SLIDE TO MANY BUYERS

They want to know how you are going to support their store. This includes your promotional and demo plan for that retailer. You should also research if that retailer is going to require a free fill or slotting fee for your product to be accepted.

7



WHY MY PRODUCT

A PROMOTIONAL SLIDE FOR YOUR PRODUCT

You can use it to show a heat map of demand for your product, online reviews, or recent press about your brand. Keep this to one or two slides, make it short and make it impactful.

8

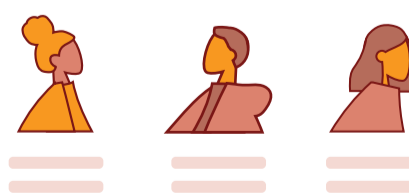


TEAM

INTRODUCE YOURSELF

Introduce your team and personalize the faces behind the brand

9



10



Thank you!

THANK YOU

Close everything with a personalized thank you and the best way for them to reach you.