

# Ask-A-Retailer: A Tell All Workshop That Reveals What Retail Buyers Are Really Thinking with Chris Guillot

1. Welcome
  - a. Introduction
  - b. Camper expectations
2. Workshop goals
  - a. Understand the retail ecosystem
  - b. Define profitable “retail relationships”
  - c. Being a valuable vendor partner
3. Exercise: Explore the similarities and differences of roles
  - a. Retail Buyers
  - b. Wholesalers (includes Makers and Small-Batch Manufacturers)
  - c. Customers
4. Define profitable “retail relationships” by exploring
  - a. Successful vs. PITA collaborations (poll)
  - b. Developing your “retail relationship” style
5. Being a valuable vendor partner
  - a. Small group exercise: A Maker approaches a boutique owner
    - i. Describe business types
    - ii. Work: Establish goals and actions
  - b. Group debrief: The boutique owner experience
    - i. Wholesaler expectations vs. reality
    - ii. Red flag and green light actions
6. Top 5 Reg Flags and How to Turn Them Into Green Lights
  - a. Generic communication → Overlap in ideal customers
  - b. Overtly casual or unprofessional interactions → Concise emails
  - c. The “Wholesale Hopeful” → Direct retail customers
  - d. Unprofitable pricing → Scalable and profitable pricing structure
  - e. Poor timing → Understand buying “seasons”
7. Next Step Resources
  - a. Retail Charm School Show
  - b. Retail Shift Podcast
  - c. Retail Trends Blog
  - d. Contact Info: [chris@merchantmethod.com](mailto:chris@merchantmethod.com)