

Wal-Mart Secrets Course Contents

What's on the 19 CDs:

<u>Wal-Mart Secrets CD #</u>	<u>Description</u>
Intro CD, not numbered	Program Overview
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Wal-Mart Secrets # 1	Chapter 2 - Are You Ready For Wal-Mart?
Wal-Mart Secrets # 2	Chapter 3 - How To Get Started In Other Distribution Channels
Wal-Mart Secrets # 2	Chapter 4 - How Big Is Your Market?
Wal-Mart Secrets # 2	Chapter 5 - How A Mass Merchant Buyer Thinks & Why Should I Care?
Wal-Mart Secrets # 3	Chapter 6 - How To Create A Winning Product
Wal-Mart Secrets # 3	Chapter 7 - How To Evaluate The Marketability Of An Idea
Wal-Mart Secrets # 4	Chapter 8 - How To License or Sell Your Idea/Product
Wal-Mart Secrets # 4	Chapter 9 - How To Set Up A Joint Venture
Wal-Mart Secrets # 5	Chapter 10 - How To Start Or Buy A Business To Sell Your Product
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Wal-Mart Secrets # 6	Chapter 13 - Advertising, Promotion & Publicity
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Wal-Mart Secrets # 8	Chapter 19 - How I Can Help

Expert Interviews CD

Expert Interviews # 1	How I sold \$45 Million of Worth of Products To Wal-Mart & Other. - Part 1 (Joe)
Expert Interviews # 2	How I sold \$45 Million of Worth of Products To Wal-Mart & Other..- Part 2 (Joe)
Expert Interviews # 3	I Came to America at Age 15 and Now Sell Huge Quantities of Flowers (Edgar)
Expert Interviews # 4	The Ultimate Wal-Mart Selling Secret (Lanny)
Expert Interviews # 5	How To Get A Buyer On Your Side (Richard)
Expert Interviews # 6	11 Ways To Sell Wal-Mart During A Recession - Part 1 (Michael)
Expert Interviews # 7	11 Ways To Sell Wal-Mart During A Recession - Part 2 (Michael)
Expert Interviews # 8	Tools & Resources For International Manufacturers, Exporters And Importers (Barney)

68 More Distribution Channels CDs

CD # 1	68 More Distribution Channels For Your Product - Part 1
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Billion Dollar Rolodex - Password Protected Web Site - Overall Headings

Advertising, Media & PR Resources
Direct Marketing & Mail Order Resources
Distribution Channel Directories
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EDI Info & Suppliers
Infomercial Contacts
Inventor Web Site Resources
Licensing Contacts
Market Research Reports By Industry
Retail Industry Event Calendar - 2007
RFID Info & Resources
Top 100 US Retail Chains Vendor Application Info and Forms
Trade Associations
Trade Show Directories
UPC Code Info and Suppliers
Wal-Mart Info
Wholesale Distributor Associations

Details of What's Covered on the 8 Wal-Mart Secrets CDs

(Chapters 1 – 19 on the first 8 CDs)

Chapter 1

Introduction

- Is it really possible for a “little guy” to actually get a product/idea into Wal-Mart?
- You can do it!
- Do you have an idea, an invention, a product or a product line?
- Who is your customer? It's not who you think!
- Who is your competition? Not what you expect either!
- What are we going to cover? What are the 5 ways I can get a product into stores?

- What are the differences in what I can make with each of these approaches?
- Which of these can I do with no money?
- What if I need money?
- Can I do multiple ways?
- How do I plan which way to go?
- What if I want to start a business but have never done it before?

Chapter 2

Are you ready for Wal-Mart, Target and other mass merchants?

- Is your product appropriate for mass merchant distribution?
- How to start in other distribution channels to prove salability
- Criteria for selling the mass merchants
- Brief overview of Wal-Mart's requirements
- Don't mess up your chance – don't approach them until you have your act together

Chapter 3

How to get started in other distribution channels until you are ready for the "big-time"

- Will your product sell on line and how to test it inexpensively.
- 5 criteria your product must have to sell with direct response tv or infomercials
- How to evaluate your product's direct mail or catalog potential before spending any money
- How to sell to independent gift, stationery, & specialty retailers
- Is your product suitable for the advertising specialty/premium market?

Chapter 4

How big is your market?

- You do know what's on the market now that competes with your idea/product don't you?
- How to identify your indirect competitors
- How big is your market?
- Who is your customer?
- What changes or trends are affecting your market positively or negatively?
- Is your product a fad or a trend – both are OK, but the strategies for success differ.

Chapter 5

How a mass merchant buyer thinks and why should I care?

- Why should I care?
- Why do you get into this first before telling me how to create my product?
- Who are the 2 groups you mentioned that I need to sell?
- How do I sell the buyer?
- How about the consumer?
- How is the buyer's performance measured?
- What is gross profit?
- What if I have no competition?
- Why don't stores want new products?
- Are new vendors expensive for the stores to set up?
- Is dealing with a new vendor more risk for store?
- What's the reason 95% of products buyers like don't get in the store?
- Why are returns so bad?
- Why can't you sell them a single product?
- How does a buyer evaluate my financial ability?

- What if I don't have that kind of money
- What do you suggest?

Chapter 6

How to create a winning product

- What are the key criteria for it to be successful?
- What is a USP?
- How do I know what cost I need to get my product made at?
- How do I decide what area to create a product in?
- Then what?
- What's the best way to hit a guaranteed "home run"?
- Have you ever done it that way?
- How did you get started?
- Are you saying I don't need to be an inventor?
- How often did your ideas work?
- How about Fad or Fashion products?
- How about some of the others?
- How about promotional items I see in stores?
- What if I have zero creativity or imagination?
- How do I do that?

Chapter 7

How to evaluate the marketability of an idea

- Why do I want to do this? Why don't I just do it? I'm committed to my idea.
- Is there a way to do this that doesn't cost an arm & a leg?
- How do I tell if my product will sell?
- Should I do a survey or market research?
- How do I check out who is my competition?
- What's next?
- What about Safety/regulatory/legal issues?
- Should I use an outside independent evaluation service?
- Do you have any you recommend?

Chapter 8

How to license or sell your idea/product

- Why should I consider licensing?
- Are there different kinds of licensing?
- What should I do before contacting a company or agent?
- Should I do it myself or use an agent?
- How do I find an agent?
- How do I do it myself?
- Should I require an NDA before showing my idea?
- 10 Non-negotiable Points
- 10 Negotiable points
- Have you done any character licensing?
- Have you done any other kinds of licensing?

Chapter 9

How to set up a joint venture

- How can I do this?
- How does it work with a manufacturer?
- How do you find potential JV partners?

- Have you done it this way?
- Did you start your first co this way?
- How about as a way to get distribution, how does that work?
- How does the profit split work?
- Could I do both? At the same time?
- What are some key contract points?

Chapter 10

How to start or buy a business to sell your product

- Is this harder than JV
- How to buy a business that's not for sale
- But, isn't this the way to make the most money?
- Didn't you mention earlier there were two ways to approach this?
- What are the most important aspects of doing this?
- Why is the product last – isn't that essential?
- Do I need a business plan?
- How do I do one?
- Can someone without any bus experience really do this?
- I did it 3 times – starting w/o any money each time
- What are some of the common pitfalls for successful businesses?
- Do you have any type of business you recommend?
- What do you mean by on trend?
- Any particular types of businesses to avoid?
- How about financing issues – how to get and any pitfalls to know?
- What happened?
- What kinds of financing are available?

Chapter 11

Packaging

- Why is this so important?
- Is it different for different dist channels?
- What are the 7 jobs you said your packaging must do?
- How do I make it sell?
- How do I know if the product is enough protected?
- What about legal requirements?
- What are the retailer requirements
- What are UPC codes – what are they and how do I get one?
- Anything special I should know about them?
- How about on pack or in pack promos?
- Use instructions or manuals
- You mention special packaging for dist channel requirements what do you mean by that?
- What did you mean by the opportunity to start a new business? How can packaging do that?
- How many kinds of packaging are there?
- Can the packaging help you sell the retailer too?
- Anything else I need to be aware of?

Chapter 12

Merchandising

- Can you explain what “merchandising” means and why it's important?
- Are there differences between the major chains and the smaller independent stores?

- OK, how about explaining a bit what's important to the big chains?
- What's a Plan-O-Gram?
- How does this affect me?
- Does it matter where in a dept my product is merchandised?
- How about the check outs – I think I'd want my product there wouldn't I?
- Have you ever had your products at checkouts?
- Are there other merchandising methods used in the mass accounts?
- How about gift and independent retailers – how are they different?
- What was the most creative/successful thing you did with merchandising in gift stores?

Chapter 13

Advertising, Promotion and Publicity

- Most of our listeners will not have lots of money for advertising and promotion, can you give them things they will be able to do?
- Are there any exceptions to being able to afford consumer advertising?
- How about trade advertising – what do you mean by that?
- How to save 15% on any advertising you do and how to save 20% off any mailing lists you buy/rent
- How to get 85% - 95% off any newspaper or magazine advertising
- How about publicity, that's free isn't it?
- How do I do a press release?
- What's the procedure?
- How about writing articles?
- How about promotions?

Chapter 14

Selling to non-mass market retailers & how to set up national distribution using sales reps

- Different types of reps for different distribution channels
- How to choose your reps
- Definition of territories, channels of trade, agreements
- Commission calculations –charge backs for returns, bad debts
- When you cannot use a rep
- Using a rep to set an appointment for you
- Support for your reps; your customer service staff, samples, literature, policies
- When selling independents use your reps for collecting overdue receivables

Chapter 15

Preparing for sales calls on mass merchant buyers

- What do I need to do to get ready to make a sales call on a major chain buyer and how would that differ for a smaller chain or independent store?
- How do I do that?
- Let's say I want to do it myself, then what?
- And, with a rep?
- What do I need for the sales presentation?
- What's next?
- Do I need anything showing profit?
- How about a sample. Can I send a prototype?
- What else?
- Anything specific for Wal-Mart?
- Can you give me an example of the types of things they want to know?
- Anything else unique to just Wal-Mart?

- Anything else once I'm an approved vendor?
- You mentioned in your letter about getting the buyer on your side. How do you do that?
- What about the smaller stores/independents?

Chapter 16

Trade Shows

- Each channel of trade has their own shows
- Due to the long lead times they need, mass market retailers make their decisions before the shows and come to shows to make some final mix decisions only
- Designing your booth to look like a store to demonstrate merchandising of your entire line and plan-o-gram
- Mass merchants make the buying decision before the show, stop by your booth to finalize product mix, check merchandising, see your complete line
- Using reps to help staff the booth
- Gift shows, permanent showrooms, specialty shows
- Home and other consumer shows
- How do I find out the right ones?
- Do you have any tips about doing the shows?

Chapter 17

Financial requirements to be in the game

- Types of financing; asset based, receivables, inventory, equipment, working capital
- Understanding their purchase order terms – cancelable up until time of shipment
- Partnering with others to meet financial requirements
- How to find potential partners

Chapter 18

Tips for international manufacturers and exporters who want to sell the US market

- How many different ways are there to get into the USA market and what are the advantages of each?
- Can I supply Wal-Mart stores in my own country first?
- What countries does Wal-Mart have stores in?
- How about buying offices?
- What are some of the things they ask for on these forms that I may find surprising or unusual?
- What are the factory inspections looking for?

Chapter 19

How I can help

- For people just getting started
- For those with a product already