



Who Says Small Businesses Can't Sell Products to Big Retailers?

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Getting Your Product on the Shelves at Target.

PR9.NET November 26, 2007 - Boca Raton, FL, USA - Small businesses that think they can't sell to big retailers now have a new resource.

A new report titled Skyrocket Your Sales by Getting Your Product on the Shelves at Target, by small business expert Margie Zable Fisher, offers a step-by-step guide to selling to Target stores.

To get the kind of "insider" information not available elsewhere, Fisher spoke with current and former Target buyers, manufacturers, distributors, licensing companies, sales rep companies, and more. "They all asked me to present this information anonymously," she notes, "so you can imagine how difficult it was to obtain." This Special Report has been praised by Guy Kawasaki, as well as small business product makers.

Skyrocket Your Sales came about when a client asked Fisher to research how to sell to Target, the nation's #2 discount chain (behind Wal-Mart), with 2006 revenues of \$57.8 billion, that operates more than 1,500 Target and SuperTarget stores in 47 states, as well as an online business called Target.com.

Because public information was impossible to find, Fisher spent hundreds of hours collecting insider, off-the-record, information. When she realized that other small businesses would find this information about Target useful, she compiled it in a report.

The report retails for \$49 and includes the following information:

- * The four steps to sell a product to Target
- * What Target is looking for in a vendor
- * How licensing can be an option for product makers
- * Why packaging is important and what to consider
- * How to find distributors
- * What criteria makes for a winning Target product
- * How Sales Representative companies can help sell a product to Target
- * A trade show to attend where product makers are almost guaranteed to meet a Target buyer
- * The daily newspaper that almost every Target buyer reads

In addition to the Report on how to sell a product to Target, there are free additional bonus reports, including:

- * A Resource List that includes contact information for Sales Reps, manufacturing, licensing, packaging, patents, EDI, and much more.
- * An interview that shows how to sell to Wal-Mart.

For more information on this report, please visit www.zfpr.com/target.htm.

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About Zable Fisher Public Relations

Incorporated in 2001, the company is a privately held provider of public relations and publicity products and services. Margie Fisher President is the author of the Do-It-Yourself Public Relations Kit and is a Contributing Writer to Entrepreneur.com.

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