

## **How to build a large and successful business with Gano Excel.**

If you are a distributor marketing to a retail outlet you need to know the steps below so that you can correctly explain it.

If you are a retail outlet, you need to fully understand the simple information below.

**GOAL** – Recruit as many outlets as possible that you can receive a wholesale override on. This can be up to 15% of all their wholesale purchases. You want to expand your income starting in your local area and grow it nationwide until you eventually generate income from foreign consumers.

### **TARGET MARKET:**

1. Your main target markets are the suppliers of your products.
2. Secondary markets are local merchants that can retail our products.
3. Your third market is customers and their contacts that purchase from home on your ecommerce website.
4. Your “Branding Market” is customers that purchase products in your store.

### **PARADYNE SHIFT:**

Making \$0.50 to \$3.00 a cup of coffee that you sell is hot dog stand mentality. Making \$0.05 a cup from all your referral retail outlets is Wal-Mart mentality.

If everyone would sell the Mocha, as example, for \$1.99 and make \$.050 a cup, everyone will make money on the high sales volume because the Mocha would be extremely competitive.

Once you know the value of the product on your counter for creating a potential worldwide income, you will never move it from the register.

### **STEPS FOR MARKETING:**

1. Cut the mocha box for display and write \$1.99 as the price.
2. Place the Display Card in the back of the box. The display card draws attention to local fund raising and seeks other merchants and “Route Salesmen”.
3. Make sure your ecommerce website is on the Display Card.
4. Actively look for a local school fundraiser to help.
5. Place the box next to the register.
6. Teach your sales people to ALWAYS ask,

**“Have you tried our new Enriched Superfood Coffee?”**

**Eventually you can add the other products to your shelf or for your restaurant table sales.**