



BSM PartnersTM

Distribution & Retail Sales

Owning The Shelf for Retail Domination

Breaking into retail and securing shelf space is more competitive than ever. Brands face complex challenges when navigating retail partnerships, managing distributor relationships, and executing sales strategies that drive consistent growth. Without a clear go-to-market strategy, strong retail connections, and data-driven execution, even the best products can struggle to gain traction.

Our Distribution and Retail Sales Representation practice is designed to help brands overcome these challenges and achieve retail success. We provide end-to-end sales support—from strategic market planning and retailer introductions to ongoing account management and performance tracking. Whether you're entering new markets or scaling existing partnerships, we deliver the strategies and connections needed to maximize your retail impact.

Solutions That Drive Your Business Forward

Nothing is
impossible.

BSM PartnersTM

Gaining Distribution

Secure distribution through strategic partnerships, contract negotiation, and retail onboarding support.

Retail and Distributor Sales Facilitation

Secure shelf space and optimize retail performance with sales strategies, shelf space negotiation, and promotional planning.

Strategic Sales Planning

Drive growth with tailored go-to-market strategies, sales forecasting, and competitive market analysis.

Sales Materials and Tools

Strengthen sales pitches with customized presentations, sell sheets, and in-store marketing materials.

Sales Appointment Setting and Business Introductions

Open doors with key buyers and industry partners through strategic introductions and meeting facilitation.

Retail and Distributor Support

Maintain strong partnerships through proactive support, inventory management, and incentive programs.

Sales Data and Performance Tracking

Drive performance with data-driven insights, real-time tracking, and distributor accountability.

Training and Coaching

Equip sales teams with expert training in product knowledge, retail engagement, and negotiation skills.

Client and Account Management

Foster long-term success with dedicated account management and regular performance reviews.

Trade Show and Event Representation

Expand brand exposure through strategic representation at trade shows and industry events.

Business Development and Expansion

Unlock growth with market expansion strategies, international advisory, and strategic partnerships.

Post-Sale Services

Ensure ongoing success with post-sale performance monitoring and retailer relationship management.

We Solve Business Challenges Like These Every Single Day

Entering retail markets is challenging; we develop strategic sales plans to secure retail and distributor partnerships.

Brands struggle to identify the right retail channels; we prioritize high-impact retailers and markets for growth.

Gaining shelf space is competitive; we negotiate shelf placement and promotional support to maximize visibility.

Building retail relationships is difficult; we connect brands with key decision-makers in retail and distribution.

Sales teams lack often effective materials; we create compelling presentations and sales tools to drive conversions.

Retail performance data is underutilized; we provide real-time dashboards to track sales and identify trends.

Distributor performance can be inconsistent; we monitor distributor activity and enforce accountability.

Inventory issues disrupt sales; we support inventory management and stock replenishment for retail partners.

Retail promotions often miss the mark; we design trade promotions and marketing initiatives that drive sales.

Sales teams need better training in the pet retail environment; we provide expert coaching on product knowledge and retail engagement.

Trade show participation lacks impact; we plan and execute strategic event representation to generate leads.

Post-sale support is lacking; we offer ongoing performance tracking and retailer relationship management.

Expanding into new markets is risky; we deliver market entry strategies and global expansion advisory.

Retail feedback goes unaddressed; we collect and analyze feedback to refine sales strategies.

Limited access to industry networks restricts growth; we leverage relationships to unlock new opportunities.





Get on Shelves. Drive Sales. Let's Open Doors Together.

Retail success requires more than a great product—it demands strategic planning, strong partnerships, and relentless execution.

We help brands navigate the complex retail landscape, secure shelf space, and build lasting retail relationships.

Let us open doors, drive sales, and position your brand for sustainable growth.

Contact us today to accelerate your retail success and expand your market presence.

One Partner.
Every Solution.

Let's Start Now.

BSMPartnersTM