

ACG — INDEPENDENT RETAIL CALL SCRIPT

ONE-REP MODEL • INDEPENDENT OWNERS • DIRECT-ORDER CLOSING

01 • INTRO

GOAL: ESTABLISH YOURSELF AS THEIR ONE POINT OF CONTACT. SOUND LIKE A PARTNER WHO RESPECTS HOW A SMALL SHOP RUNS, NOT A ROTATING VENDOR READING A LIST.

INTRO First Call — New Rep Introduction

// A small owner wears every hat and has no time to waste. Establish who you are fast, make the single-contact thing land, and treat them like the decision-maker they are.

"Hey [Name], my name is [Your Name] and I'm reaching out from ACG Brands. I want to introduce myself because I'm now your single point of contact for everything we carry: NEBO, TRUE, and THAW. One rep, one call, one relationship. I know you're busy running the place, so the idea is you've got one person you can reach who actually knows your store — not a different name every time you call."

IF THEY REFERENCE DEALING WITH SOMEONE ELSE BEFORE

"Yeah, that's exactly what I'm fixing. You shouldn't have to re-explain your store to a new rep every few months. That's on us, and that's what I'm here to change. Everything goes through me now, and I'm going to learn your business."

INTRO 2nd or 3rd Call — Building the Relationship

// Reference something from the last call. For an independent, the relationship IS the sale. Make it feel like a conversation between two people, not a pitch.

"Hey [Name], it's [Your Name] at ACG — we talked [last week / a couple weeks back] about [reference: product discussed, timing, concern they raised]. Wanted to follow up on that and catch you up on a couple things worth a look."

IF THE LAST CALL ENDED WITHOUT AN ORDER

"Hey [Name], [Your Name] from ACG. Last time you wanted to think on it — I want to circle back, answer anything that came up, and see if we can get something small on your floor today."

IF THE LAST CALL ENDED WITH AN ORDER

"Hey [Name], [Your Name] at ACG. Wanted to make sure that first order showed up right and is doing what we hoped. While I've got you, there's a couple more things I think fit your customer."

VOICEMAIL Voicemail — First Outreach

// Under 25 seconds. Introduce yourself, make the single-contact point, give them a reason to call back.

"Hey [Name], it's [Your Name] with ACG Brands — I'm your one point of contact for NEBO, TRUE, and THAW. Wanted to introduce myself and flag a few things I think fit a store like yours. I'll try you again [day], or reach me direct at [number] when you've got a minute."

VOICEMAIL Voicemail — Follow-Up Call

"Hey [Name], [Your Name] at ACG again. Following up from [last call / my message last week]. Got a couple things I want to run by you — won't take long. Catch me at [number] or I'll try you [day]."

02 • DISCOVER

GOAL: UNDERSTAND THEIR FLOOR, THEIR CUSTOMER, AND THEIR CASH SITUATION BEFORE YOU PITCH. A SMALL OWNER CAN'T AFFORD DEAD INVENTORY — SHOW THEM YOU GET THAT.

PROBE General Floor Check

"Before I get into anything, how are our products doing for you right now? Anything moving well, or anything you've got sitting there tying up your money that's frustrating you?"

IF THEY SAY THINGS ARE SLOW

"Got it. Is the whole category slow or is it specific items? That helps me figure out whether it's a product issue, a placement issue, or just the season — so I'm not steering you wrong."

IF THEY SAY THINGS ARE GOOD

"Good to hear. Then let's make sure you don't get caught short on what's working — and I've got a couple things outside what you're running that could layer in without crowding your floor."

PROBE Customer & Competition Read

// Independents win on knowing their customer and being the local option. Find out who walks in and what the big box down the road isn't giving them.

"Tell me about your typical customer — who's walking in and what are they asking for that you don't always have on hand? I want to make sure anything I bring you actually fits the people you serve, not just something I'm trying to move."

FOLLOW-UP

"And when they can't get it from you, where do they end up going — the big box, online? Because that's exactly the sale I want to help you keep in the building."

PROBE Buying Process & Decision-Making

// In most independents the owner IS the buyer — but confirm it, and find out how they like to bring product in (initial order size, terms, timing).

"When you bring in a new line, is that your call or does a partner weigh in? And how do you like to start — small test order, or do you go in once you're confident? I want to make this fit the way you actually run things."

IF IT'S THEIR CALL

"Perfect. Then let's talk it through right now and see if it makes sense for your floor."

IF A PARTNER OR SPOUSE WEIGHS IN

"Good to know. I'll give you everything you need to bring it to them. What's the thing they usually want to see before they're on board?"

PROBE Seasonal & Category Timing (THAW: open this conversation in August)

"Are you already thinking about your [fall / holiday / spring] set? I've got a few things that make more sense to move on now than to wait on. The small shops that lock in early are the ones that aren't scrambling and paying for it when the season hits."

03 · PITCH

GOAL: CONNECT THE PRODUCT TO WHAT THEY JUST TOLD YOU. FOR AN INDEPENDENT, LEAD WITH MARGIN, FIT, AND A REASON THEIR CUSTOMER BUYS IT FROM THEM INSTEAD OF THE BIG BOX. KEEP IT SIMPLE AND LOW-RISK.

PITCH Core Pitch Framework

// A small owner is protecting cash and shelf space. Make the case around their customer and their margin, and keep the first ask small and safe.

"What I've got for you is [product]. Here's why I think it fits: [relevant reason — category gap, price point, customer profile you just heard]. The margin's solid, it sells once it's on the floor, and it's something your customers already want — right now they may be getting it somewhere else. Let me walk you through it, and we can start small."

IF THEY'RE WORRIED ABOUT TYING UP MONEY

"I hear you — you can't have product just sitting there. That's exactly why I'd start you light on a first order. Put it on the floor, see how it turns, and we scale from there. I'd rather you reorder because it worked than overbuy and get stuck."

IF THEY ASK WHY THEY HAVEN'T SEEN IT BEFORE

"We're focused on getting our lines into good independent shops instead of just feeding the big boxes. I'm not here to dump a catalog on you — I've got a short list I genuinely think fits your store. This is the one I'd start with."

PITCH Brand Value Hooks

NEBO — LIGHTING

"NEBO overdelivers at its price point — strong lumens, solid build, and a line customers naturally move up within. Your people are already buying flashlights and work lights somewhere. This gives you a reason to own that sale instead of sending it down the road. It's a repeat purchase, not a one-and-done."

TRUE — KNIVES & TOOLS

"TRUE is a middle-market knife and tool line with strong margin. It plays great as a gift and an impulse buy — Father's Day, holidays, outdoor season. For a small shop that's an easy add at the counter that doesn't take much room and earns its space."

THAW — PERSONAL HEATING

"THAW is hand warmers, body warmers, heated accessories — and it's seasonal, so the window's narrow. Your customers are outside working in the cold and they're buying this stuff somewhere. If you're not carrying it, that sale's walking out the door. The shops that set up in August have full shelves in October. The ones who wait are chasing it."

04 • OBJECTIONS

FRAMEWORK: ACKNOWLEDGE → CLARIFY → EDUCATE → RE-ENGAGE. NEVER ARGUE. ALWAYS REDIRECT TO VALUE, MARGIN, AND THE CUSTOMER THEY'RE TRYING TO KEEP.

A.C.E. Common Objections

"My customers can get it cheaper at the big box or online."

"On some things, sure — and you're never going to beat Amazon across the board, neither am I. But your customers aren't only shopping on price. They come to you for the service, the advice, and getting it today instead of waiting on a box. Carrying this gives them a reason to buy it from you instead of clicking somewhere else. Plus the margin on it is yours to set."

"I can't afford to tie up cash in more inventory right now."

"I completely respect that — cash flow is everything for a shop your size. That's why I'm not asking for a big buy. Let's do a small first order, get it on the floor, and let it prove itself. If it turns, you reorder. If it doesn't, you've barely risked anything. I'd never want to be the reason you've got money sitting on a shelf."

"My other products aren't moving. Why would I add more?"

"That's fair and I'm not going to pretend it isn't real. Let me ask — is everything slow or is it specific items? Sometimes what fixes a slow section isn't pulling back, it's one fresh item that pulls attention to the whole area. What's sitting that's bothering you the most? Maybe we fix that before we add anything."

"Business is slow right now. Not a good time."

"I hear that. Honest take — slow stretches are when the smart small shops get positioned for what's coming, not just wait it out. I'm not asking you to overcommit. What's a quantity that doesn't feel like a risk but gets something on the floor to test? Let's start there."

"I don't know you / I've dealt with different reps. Who are you again?"

"Totally fair — and that's part of why I'm calling. You used to get a rotating cast from us and now you've got one person. Me. Whatever history or confusion there was, it runs through me now. I'm trying to earn that relationship the right way. Give me a shot to show you what it's like when one person actually knows your store and answers the phone."

"I need to check with my partner / spouse first."

"No problem at all. What do they usually want to see before they're comfortable? I'll put together something short you can show them — product, what it costs, why it fits your store. Then let's plan on talking [specific day] once you've had a chance to run it by them."

"Your price is too high for a shop my size."

"Walk me through what you're comparing it to. I want us looking at the same thing — your margin at retail, how fast it turns, what it does for the customer you're trying to keep. Sometimes what looks pricey up front pencils out better than expected once you run it. Let's do the math together."

✓ Acknowledge before you redirect every time

✓ Ask a follow-up question after every objection

✓ Lead with margin, fit, and the local-service edge over big box

✓ Offer a small first order to defuse cash-flow worry

× Don't get into a price war against big box or online

× Don't let "I'll check with my partner" go without locking in a callback day

05 • CLOSE

GOAL: ASK FOR THE ORDER DIRECTLY. DON'T HINT AT IT. IF THEY'RE NOT READY TODAY, LOCK IN A SPECIFIC NEXT STEP BEFORE YOU HANG UP.

CLOSE Soft Close — Low Resistance

"Based on what you've told me, [product] feels like a natural fit for your floor and your customer. If we got [X units] in to start, you'd be set through [timeframe] and giving folks a reason to buy it from you. Want me to get that moving today?"

// Frame around their floor and their customer. Don't lead with your number — tie it to a comfortable first quantity.

CLOSE Urgency Close — Seasonal or Launch Window

"I'll be straight — this is seasonal and the window to get positioned is short. The shops that get set up now have product on the floor when the demand hits; the ones who wait are chasing it. If it fits your store, I'd rather lock you in today than have you call me when it's already tight. Can we place it?"

// Only deploy when there's genuine urgency. Don't manufacture it — a small owner can smell a fake deadline.

CLOSE Trial Close — Lower the Barrier

"I'm not asking you to go all in. What's a quantity that feels comfortable for a first order — something you can put on the floor and watch without it feeling like a gamble? Let's start there and let it earn the next one."

// Use when they're hesitating on commitment size, not on the product itself. This is the workhorse close for a cash-conscious independent.

06 · NEXT STEPS

GOAL: EVERY CALL ENDS WITH A DEFINED NEXT ACTION — A CONFIRMED ORDER, A SPECIFIC CALLBACK WITH A DATE AND TIME, OR A CLEAR TASK. "I'LL BE IN TOUCH" IS NOT A NEXT STEP.

NEXT STEP Order Placed — Confirm & Set Expectations

"Perfect. I'm getting that submitted today and you should see it come through within [timeframe]. I'll follow up once it's confirmed on our end. Anything comes up in the meantime, you've got my number — call or text me direct."

NEXT STEP No Order Today — Lock in a Specific Callback

// Do not leave this open-ended. Get a day and a time.

"I get it — timing isn't right today. I don't want to just say I'll call you and have it go nowhere. Can we pick a specific day this week or next? I'll put it in my calendar and reach out then so we actually get something done."

IF THEY PUSH BACK ON COMMITTING TO A TIME

"Fair enough. I'll try you again [specific day]. If that doesn't work, let me know and we'll find something. I'm not going away — I just want to make sure we actually connect."

NEXT STEP Pending Partner / Spouse Approval — Define the Path

"Let's make this easy to bring to them. I'll send a quick summary of what we talked about — product, quantity, pricing, why it makes sense for your store. You can forward it or just reference it. Then let's plan on talking [day] once you've had a chance to run it by them. Work for you?"

// Always attach a deadline to an approval conversation. Otherwise it stalls indefinitely.

WRAP-UP End of Every Call

"Thanks for the time, [Name]. I'll [confirm the order / send that summary / call you Thursday]. You've got my number — reach out if anything comes up."

// Restate exactly what you're doing next and when. Every. Single. Call.