Sell Sheet 101

Overview
The purpose of a sell sheet (sales sheet) is to make your product attractive to a potential vendor. It should be bold, memorable, and differentiate your brand from other products. It should highlight what makes your brand unique.

These pages contain a sample sell sheet for a maple syrup business. This document is simply a guideline, and one way to approach a sell sheet. All of the suggestions may not be needed for your business. However, our hope is that it will give you ideas as you create a sell sheet that speaks to your specific business needs.

Format
Sell sheets are often 8.5”x11” 2-sided documents, printed in color.

Business Name
This should be your logo or wordmark, and represent your brand.

Pitch
Clearly list your mission, product selling points, elevator pitch, or what makes you different and tells your story. Keep it short, but interesting. It should let the buyer know how your product is going to increase category sales for them. Why does it deserve to take up shelf space?

Photos
One or more great photos that show your actual product (not that show half of your jar, etc.) and/or the processing of your product or your product in use. If you don’t have great photos and have a generic product (like maple syrup) you can also purchase and use high quality stock photos.

- Image that grounds you in place, shows maple trees
- High quality image of the product
- Image of processing that connects to the quote used

Certifications & Seals
Include relevant certifications, awards, seals and descriptors that are known in your field. This includes organic, gluten free, and non-gmo certifications, good food or SOFI awards, local or state-wide recognition, etc.

Testimonial
This could be from a customer, or a message from the business. Either way choose something compelling that differentiates your product and makes people want to have it.

Contact Info - basic
This is a great place for website, email, phone number. It would also be a good space for social media logos.
Full Product Line
The best practice is to have high quality photos of each SKU (individual product), as well as a UPC code (either the full barcode, or the numbers written out.) You can also choose to list ingredients, product description or tag line, allergy information, etc.

General Product Information
You should also include the nuts and bolts that buyers will want to know. This often includes:

- Unit and case size
- Product dimensions and weight by unit and case
- Pallet size and specifications
- Shelf life
- Placement (what departments your product should be shelved in. For example, crackers could go in cheese, deli, and grocery.)

Pricing
Many businesses choose not to include pricing on their sell sheet, instead they offer a separate document with pricing. The idea is that the sell sheet doesn’t have to be updated as frequently, as prices may change more quickly than products.

You can choose to include pricing, not include pricing, include a directive to “call for pricing,” or include the MSRP, among many options.

Pro Tip:
Make sure the sell sheet is consistent with your branding. Use your existing fonts, logo, slogans, taglines, colors, language and tone. Make sure your brand is consistent across all platforms. If someone sees your sell sheet, then looks at your website and your social media, it should feel like the same brand.

Order Information
This can include the name of the contact person and their position in the company, their phone number and email (even if this is the same as the contact info on the front) as well as a mailing or physical address. Some businesses choose to use the same format for their contact information and social media logos on both the front and the back.

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