



## 19 Ways To Get Your Product In Front Of Retailers

If you're ready to get your product in a big name store, you have to get creative. Here's how.

JUNE 03, 2011 *Recently I was asked by Winifred of California: How can a small business owner/inventor get their product into retail stores, particularly national retail chains?*

*Below are answers from the [Young Entrepreneur Council](#), a nonprofit organization that provides young entrepreneurs with access to tools, mentorship, community and educational resources that support each stage of their business's development and growth.*

### **19. Don't be afraid to reach out and sell yourself**

Don't be afraid to research who the appropriate point of contact is for the retail establishment and pursue them! Call their office, e-mail them, find out when they are reviewing new vendors, what they look for in products and their placement, and any special programs that they may have throughout the year that are applicable to you whereby they highlight new companies even if just on a trial basis.

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