# 8 ways to maximize your *Buyers' Guide* exposure

The Shop! annual membership directory, known as the *Buyers' Guide*, reaches more than 26,000 retail professionals. Featuring robust information on each member, it allows buyers to search by company name, browse product and service categories, seek suppliers with specific manufacturing capabilities, or search geographically.

- Retailers and brands use it because they know Shop! is the association dedicated to enhancing the retail environments industry. They know our members share in our high standards.

- One designer told us he tosses the book into his suitcase whenever he travels. That way, he's easily able to find suppliers to visit while in town.

- Many Shop! members use it to partner and bid on jobs that encompass more than their own scope of offerings. In fact, some members work exclusively with other members.

Because potential clients use the book in various ways, it's important that they can find your company—and the details about your firm that matter to them—no matter how they like to search. By providing good information for all fields in your profile, you can make the most of your *Buyers' Guide* listing.

**1 At a minimum, update your Company Description and Product Categories.** In addition to your geographic location, these two fields guide the majority of searches. Of course, the more complete your information is overall, the better your chances of standing out.

**2 Choose an appropriate contact.** The name and title of the primary contact will be printed in your company's listing, along with your company's general e-mail address and phone number. Designate a contact in a sales, business development, or marketing role. Since potential clients will be calling on this person, you want it to be someone who can answer questions, find specific products, or even close a sale.

**3 Place data in relevant fields** rather than including it in your Company Description field. Your Company Description field is limited in length, so you want to use it for data that isn't shown in other fields. Editors will move facts to the appropriate field before publishing anyway, so by including them in the description, you are in effect "wasting" a limited field.

**4 Avoid language that promotes your company at the expense of fellow members.** Editors will delete language such as "the leading" company, so the use of such language also wastes your limited Company Description field.

**5 Enter samples of your customers in the Representative Clients field.** Leaving this field blank is a lost opportunity for additional credibility. While some of your clients may not wish to be named, others will allow you to do so. Naming clients gives other potential customers an idea of the type of work you do. Try to include a variety of clients.

**6 Identify the Retail/Industry Types you serve.** This field shows prospects your area of specialty: C-stores, apparel, grocery, etc. Just putting "all retail" may be accurate, but it doesn't exactly tell the prospect anything. If you fear being pigeonholed, try listing a few industries and adding a phrase like "and other types of retail."

**7 Accurately portray the number of employees.** This gives potential clients insight on the size of your organization. Some tend to want to work with smaller family-owned organizations, while others prefer larger firms.

**8 If applicable, include other plants, additional offices, or subsidiary locations.** The company name, city, state, and country will be listed under your primary listing.

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> Changes made on shopassociation.org apply only to your annual print *Buyers' Guide* directory. This is separate from your Supplier Connect online profile. Be sure to always update your company online listing by visiting supplierconnect.shopassociation.org.



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