SKUFood C.A.R.T. Process

A Proven Recipe For Getting More Of Your Products In More Carts, More Often.

Consumers (your audience)	Alignment (with your customers/clients)	Retail Plan	Trust	Outcomes
Who are they?	How can you understand your customer better?	How, where and when will you promote your expertise?	How do you define trust?	The right sales
How does your expertise benefit them?	How can you support your customer more?	What can you afford?	Trust=Price + Quality + Experience How do you deliver this?	Loyal consumers
Why do they need your expertise?	Why do they need your expertise?	What proactive, innovative initiatives can you develop?	How will you determine consumers and your customers trust you?	Satisfied customers
Where will they interact with you?	What is the definition of success you and your customers have?	How will you measure success?	Who do you trust?	A successful business today and tomorrow

It's not about making great products to sell;
it's about selling the great products you make

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