

### **TRP:**

Total Price Reduction. A retailer will typically ask for all your products to be discounted at one percentage rate for a period of time, several times a year (typically 2-4)

### **Slotting fee:**

The price you pay to get on the shelf. It can be per products (or SKU), per store or one lump sum payment for a period of time (typically one year)

### **GWP:**

Gift With Purchase. This is product you give away to promote trial. More common in beauty and a 'luxury size sample' is better than a full size product.

### **EDLP/EDLC:**

Every Day Low Price/ Every Day Low Cost: This is a discount you give a particular retailer everyday above and beyond your wholesale catalogue price.

### **Sponsored social media post:**

A price you pay to be on the retailers social media channel feed.

### **Retailer:**

A store that sells your product.

### **Distributor:**

A business that exclusively gives access to retailers to buy your product. Often easier for them because they can place orders for many different products that come on one truck at the same time with one bill.

### **Margin:**

The amount of money you make after you pay what it cost to make your product.

### **Ad Spend:**

Marketing dollars for advertisements.

### **SRM:**

Supplier Relationship Manager

### **OI:**

Off Invoice- a discount applied up against the amount of money a distributor or retailer owes you in the agreed upon period the OI is run.

### **MCB:**

Manufacturer Charge Back - A discount applied on the catalogue price of your product with a distributor. The retailer takes this discount and it is only applied once a retailer purchases your product from the distributor for the agreed upon period of time.

### **Free Fill:**

Free product given to a retailer when a retail account is opened or placed. It is typically one free case of each product or SKU per store.

### **PO:**

Purchase Order

### **Brokers:**

An external sales team your company hires to help your sales effort by region.

### **Product Loss Claim:**

Product that is damaged or returned and in turn, you either get returned to your company or charged for.

### **Guaranteed Sale:**

Your company tells the distributor or retailer that if the product doesn't sell- you will take it back and give them their money back. No problem, right?!