

# TLB CONSULTING

---

## GET ON THE SHELF NOW

### SPN Expo West 2024 Program

Hello and thank you for the opportunity to participate in this process. Please see below for our proposal.

#### Qualifications:

TLB Consulting has been working with international companies looking to expand distribution into the US for over a decade and Timothy Bush has over 26 years' experience in the industry. During this time, we have identified the key areas and insights companies must understand to be successful in the US market. Our practical, hands-on experience in the areas of prospecting, approaching, pitch meetings, retailer follow up, onboarding with retailers, retailer communication and follow up and growing a retailer account has made TLB a sought-after resource for many government trade organizations and companies worldwide.

What sets TLB apart from others is our hands on, current experience. We are currently selling to Walmart, Lowes, Office Depot, Home Depot, Ace, HEB, Meijer, Target, Publix and many more. The retail landscape is always changing and because we speak with retailers daily, we are far more in touch with their needs and wants.

Our success working with over 300 Brazilian Retail Suppliers during the past several years helping them achieve distribution through opportunities such as ECRM, online seminars and in country training provides us with a unique perspective and familiarity with this opportunity. After spending two weeks in Brazil teaching classes in both Porto Alegre and San Paulo, listening to the specific struggles discussed directly with supplies I am confident we can design a program that will provide Brazilian suppliers a significant advantage when approaching US based retailers and distributors.

#### Program and costs:

We are excited to work with Sao Paulo Negocios to offer this opportunity to your qualified suppliers.

Based on our understanding of the opportunity, we will design a program that will be divided into the sections below.

- **Class 1:** Lecture and or teach Key Steps to preparing for US distribution that will include areas such as pricing, prospecting, contacting, follow up, retail collateral, Customer relationship management software and more
- **Class 2:** Develop a class that is more hands-on and designed for companies to understand and master interactions with retail buyers, pitching in person or over the phone, retailer follow up,

what to provide to the retailer and when. Here we will also have real world examples and even do some roll play with the companies.

- **Class 3:** Develop a class that covers follow up strategies after the event. How to keep the conversation with retailers going and eventually close the deal. Example email templates, customer relationship management software introduction, onboarding and delivering on purchase orders will be the keys to this class. (This class should be held after the event is completed and companies are back home)
- **Class 4:** Develop a class for instore merchandising. Understanding common US retail store fixtures and how products are merchandised in US retailers. Merchandising philosophies and how to create packaging that matches and utilizes the fixtures in store. (this class should be taught just prior to the store visits)
- **One on One** – During the month of Feb we will make ourselves available for each company to go over their products, pricing, collateral, and other key items needed for a successful trade show. We will not force the companies to meet with us, however we will make every effort to schedule time with each company.
- **Store Visits:** Research and compile a list of 3 to 4 relevant and successful retail chains in the Los Angeles / Anaheim area. Lead site visits where companies can see first-hand some of what they learned in class, understand merchandising, see competitors, and understand customer flow.
- **Retailer Meetings:** Provide a list of retail buyers and distributors based on the relevant company product profiles. This list will be complete with company names, addresses, phone number, contact, title, email. If available, we will provide LinkedIn profiles of the main contact. NOTE: It is not appropriate to reach out to buyers using their mobile #s, therefore these numbers will not be provided.
- **Guided tour and participation in Expo West:** Provide companies a tour of the trade show, work with them in their booths and provide guided, real time, training during the show.
- **Prepare General Results Report at the conclusion of the event.**

Our hope is this will be a hands-on program where suppliers will learn by doing. The more each supplier puts into the process the more prepared they will be to enter the US market. By completing this program, suppliers will gain knowledge, training, strategies, real life experience, and a more comprehensive understanding of the US market to help ensure their success.


### Specifics & Costs:

- **Timing:** This program will take place prior to and during Expo West
- **Payment terms** – Complete payment must be made at contract signing so that preparations can begin and reservations can be made
- **Supplier requirements:** We understand you will have your own requirements; however, we would like the suppliers to at least meet the following criteria at this time:
  - Able to speak and understand English
  - Have at least 1 product in production and currently selling
  - A desire to enter the US market with their products
- **Classes 1,2,3 & 4 - \$4000** – Classes will be 1.5 to 2 hours depending on questions


- **One on One - \$5000** (\$250 per company for 20 companies, cost will drop to \$200 per company if more than 20 companies) **Note: \$2500 will be due at time of invoice, the balance will be due after final one on one has been completed and will be based on total company count.**
- **Site Visits - \$2500**
- **Buyer contact list – No charge** – TLB will provide a complete buyer / distributor contact list at no charge.
- **Trade Show Attending: \$2850**
- **Expenses - 0**

Timothy Bush  
 TLB Consulting  
[www.tlbconsulting.com](http://www.tlbconsulting.com)  
 626-487-9746  
[tim@tlbconsulting.com](mailto:tim@tlbconsulting.com)

aloycio.nunes@spnegocios.com

Assinado  
  
 D4Sign

tim@tlbconsulting.com

Assinado  
  
 D4Sign


marcia.gomide@spnegocios.com

Assinado  
  
 D4Sign


# TLB CONSULTING

GET ON THE SHELF NOW

anete.barros@spnegocios.com

Assinado  
  
 D4Sign

daniela.felipe@spnegocios.com

Assinado  
  
 D4Sign

**BIO:**



**Timothy Bush**

[tim@tlbconsulting.com](mailto:tim@tlbconsulting.com)

WeChat id – tlbconsulting

Timothy Bush is the host of the popular podcast; “On The Shelf: How To Get Your Products Into Big Box Retail” and the Owner of TLB Consulting, a company with over 13 years of specialized experience in connecting companies and their products with Costco and other large retail chains. Tim’s first-hand knowledge of Costco makes his company a destination for individuals and companies looking to understand this large retailer.

Prior to this Tim held the position of Vice President of Sales for Mac at Home, a collapsible indoor furniture company and Director of Sales for Human Touch where he managed the US retail, internet, and catalog business for the #1 Robotic Massage chair company in the US. Prior to this Tim was the Owner of Oreck Stores of Los Angeles LLC., a three store Oreck franchise. Prior to this, Tim served as the Director of Stores for Oreck Corporation where he had full strategic, operating, and P&L responsibility for the daily management of Oreck's Company Store Division. He was involved in negotiating and implementing Oreck's "store-within-a-store" partnership with Bed Bath & Beyond and other key initiatives.

Tim has worked at the executive level for companies such as Bed Bath and Beyond, Office Depot, Toys R Us and Barnes and Noble. Tim's 20 years of experience with both the wholesale and retail aspects of bringing products to the consumer provides his clients a well-rounded expertise not often found.

## Recommendations:

Rated 5 out of 5

Roy – October 31, 2022

UPDATE:

I started working with Tim in 2021. My company had just developed a new product and started working with some large retailers. Before this our company had only been online and working with larger retailers was not only a lot of work but also an entirely new set of structures and processes that were entirely new to us.

We had so many questions. Whether it was getting in contact with new buyers, working with our current buyers, or successfully delivering along the way we felt at ease knowing Tim was our coach and could help us overcome any issue.

The best thing about Tim is not his incredible insight and decades of experience working with brands and products of all shapes and sizes, it's his straight-up, unbiased outlook that we would never be able to get from anyone else in our network. Tim is going to give you coaching and advice that is in YOUR best interest.

It's easy to get blinded by fast growth and big purchase orders, and Tim is able to work with you on all aspects of your business to make sure you grow and scale as responsibly, without putting the business at risk. This means everything from helping with sales forecasts to product pricing, and more so that you're best equipped to scale.

Tim is able to see steps and stages ahead of time because he has done this a million times before.

Since working with Tim our company is now, in late 2022, in over 5,000 stores. We are onboarding new retailers every month and our 2023 looks better than ever. If you're willing to work hard and take guidance from mentors and coaches like Tim, you'll be able to achieve unimaginable new heights.

If you want to get your products into stores, improve your operations, or grow fast, bringing on Tim will save you time, money, and heartache. We will continue to work with Tim and are very excited to see what the future holds!

**kevin.dickinson** – September 4, 2021

Tim is the real deal. There are a few other self-proclaimed retail gurus in this space that I had considered however I'm so happy that I did the mentorship with Tim. The techniques he teaches are from his own long experience of selling to retailers himself. This knowledge will definitely save me years of stumbling on my own. I also plan to continue working with him as I execute on retail deals. Thanks Tim!

Rated 5 out of 5

**Leslie Robinett** – February 26, 2020

We found a ton of value in listening to Tim's podcasts and were inspired to work directly with him to help grow our company's efforts in the retail industry. Tim has a wealth of information and has helped us feel more confident in our strategy and approach in several aspects including understanding our customers, evaluating our product pricing through the different retail channels, and cultivating our buyer approach. It has been an honor to work with Tim and we look forward to working with him more!

1.

Rated 5 out of 5

**Conor Brennan** (*verified owner*) – September 2, 2022

If you're looking to create a brand and expand your sales channels into retail, look no further. Tim has years of experience in retail and will help you step by step to get there. From the first call I had with Tim, he really impressed me and had done a heap of preparation work which made that call so valuable. I didn't hesitate to join the VIP experience which is made up of great like minded sellers with each others best interests at heart. I feel very confident in the education and support I am getting from the VIP experience and Tim.

2. Rated 5 out of 5

**Rebecca Bavli** – June 22, 2022

Tim gives real world examples that I can relate to as a business owner. I would much rather listen and learn from example vs. watching a video or doing a "class" at my own pace. I love that we can interact and ask questions and try to think about what to do. Very happy with Tim and the VIP experience. He is a real PRO!

3. Rated 5 out of 5

**Gay Jensen** – June 8, 2022

Tim has an amazing way of helping me with my many questions and insecurities. There is a lot to learn about getting into retail, but he lays it all out step by step in a way that makes it feel very doable. Its a great group that all interact comfortably with each other and have fun. Tim is engaging and entertaining and I always look forward to his class.



**22 Aug 2023, 20:44:59**

MÁRCIA DE MELLO GOMIDE **Assinou como parte** - Email: marcia.gomide@spnegocios.com [REDACTED]

Documento de identificação informado: [REDACTED] 2023-08-22T20:44:59-03:00

**23 Aug 2023, 00:37:03**

TIMOTHY BUSH **Assinou como parte** - Email: tim@tlbconsulting.com - [REDACTED] a:

[REDACTED] 4 - Documento de identificação informado:

Estrangeiro - DATE\_ [REDACTED] -03:00

**24 Aug 2023, 13:20:41**

ALOYSIO NUNES FERREIRA FILHL **Assinou como parte** - Email: aloysio.nunes@spnegocios.com - [REDACTED]

[REDACTED] o de identificação informado [REDACTED]

DATE\_ATOM [REDACTED] :41-03:00

Hash do documento original

(SHA512):ae44253904212797468108390669630079309015d1f5c [REDACTED] a1f7a176ffdd2ab1362d

Esse log pertence **única e exclusivamente** aos documentos de HASH acima

**Esse documento está assinado e certificado pela D4Sign**