

ESTABLISHING A PROFESSIONAL BUYER PRESENCE: HOW TO BUILD BRAND CREDIBILITY & BUYER TRUST

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GOALS FOR TODAY

- DEFINE + EVALUATE OUR CURB APPEAL
- UNDERSTAND KEY ASPECTS OF OUR DIGITAL FOOTPRINT
- TIPS + SCRIPTS FOR PROFESSIONAL COMMUNICATION
- HOW TO CREATE AN AVAILABILITY SHEET

LEARN AT LEAST ONE NEW TOOL OR TIP TO IMPLEMENT IN YOUR BUSINESS



CURB APPEAL
=
**THE IMPRESSION YOUR
FARM BUSINESS MAKES
BEFORE THE BUYER EVER
PLACES AN ORDER**

- **WHO ARE YOU?**
- **WHAT DO YOU SELL?**
- **CAN I TRUST THE INFORMATION I'M SEEING?**
- **DO YOU HAVE WHAT I NEED?**
- **CAN YOU MEET MY REQUIREMENTS?**
- **HOW DO I ORDER?**

BUYER EXPERIENCE

Every step is an opportunity to reduce friction



WHAT HAPPENS WHEN YOU GOOGLE YOURSELF?



 Center for Crop Diversification
<https://ccd.uky.edu>

Center for Crop Diversification: Home

The University of Kentucky Center for Crop Diversification (CCD) helps farmers and businesses to plan, grow, and market better. We create and curate up-to-date, ...

Price Reports
We collect and post prices from a variety of specialty crop markets ...

Resources
New Grower? Click here to fill out the beginning farmer intake ...

Directory
man smiling in front of blurred trees in background. Brett Wolff ...

About
The University of Kentucky Center for Crop Diversification (CCD ...

Quick Start Guide
Welcome to the Center for Crop Diversification! We've been ...

[More results from uky.edu »](#)

 Local Food Economics
<https://lfeconomics.com> > partners > ce...

Center for Crop Diversification

The Center for Crop Diversification is a regional specialty crops Extension center managed through a collaboration between the Department of Agricultural ... [Read more](#)

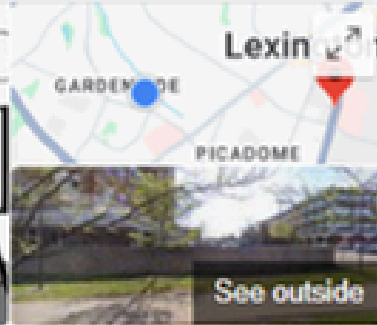
 YouTube · CCD UKY (ccduky)
1.1K+ followers

CCD UKY (ccduky)

The Center for Crop Diversification creates and curates Extension resources for specialty crop producers and the technical assistance providers serving them. [Read more](#)



CENTER FOR CROP DIVERSIFICATION

 See photos See outside

Center for Crop Diversification
Agricultural service in Lexington, Kentucky

[Website](#) [Directions](#)

[Write a review](#) [Save](#) [Share](#)

Located in: [University of Kentucky](#)

Address: Agriculture Science Center North, 318, 1100 S Limestone, Lexington, KY 40546

Get There: 🚗 55 min · 🚶 10 min

[Suggest an edit](#) · [Own this business?](#)

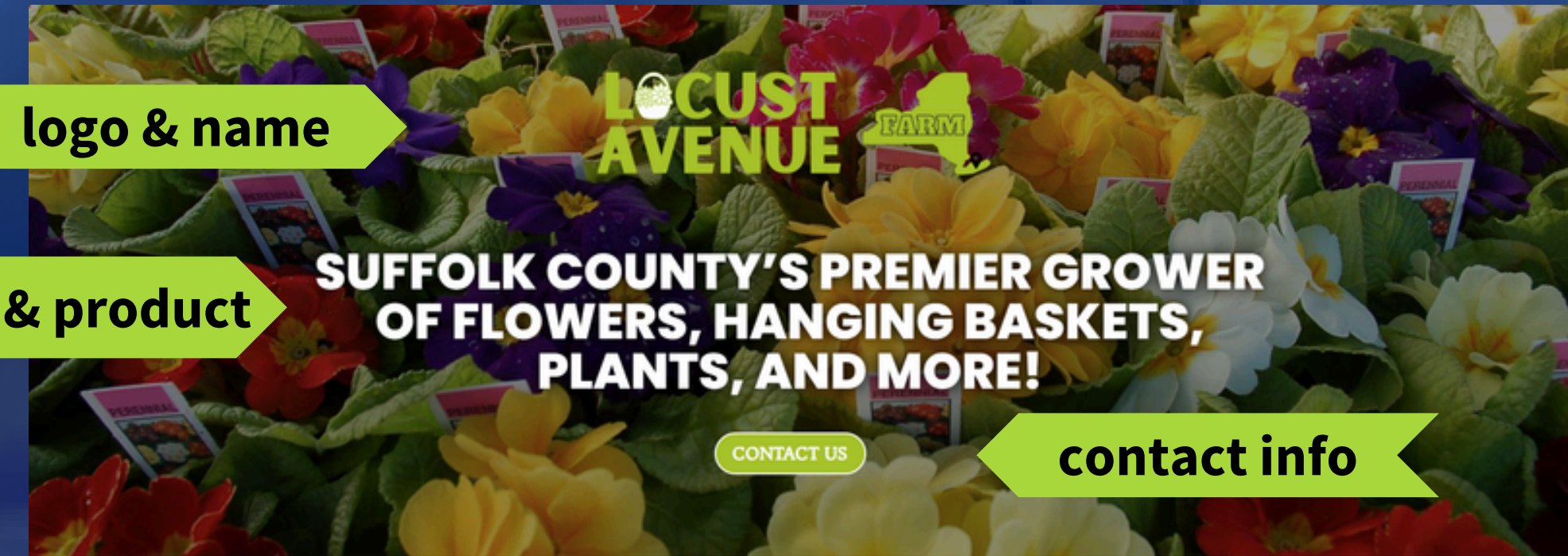
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Profiles

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products



Bedding Plants



Hanging Baskets



Garden Flowers



Vegetable Plants



Gift Certificates



Mums & Pumpkins

(609) 989-0670 • 981a Locust Ave Bohemia, New York 11716



LOCATION/CONTACT HOURS SUBSCRIBE

Quality You Can Count On From People You Know

Family Farmers: Locust Avenue Farm is a family enterprise, owned by Steven and Diane D'Agostino. Our flower nursery has operated in Bohemia for 39 years. We specialize in growing many varieties of annuals and perennials. We also grow a plentiful selection of vegetables and herbs

Quality: Our growers are the most quality-conscious people that ever grew a plant! We grow flowers in greenhouses located on several acres. Every Spring, our quiet nursery transforms into a festival of flowers! Thousands of gorgeous hanging baskets lure our customers back every year. Many come in just to see the beautiful display of color and to welcome back Spring!



photo proof



YOUR TURN!
GOOGLE YOURSELF

WHEN GOOGLING YOURSELF...

- What comes up first?
- Is the information accurate?
- Is your phone number easy to find?
- Can someone tell what you sell?
- Does anything look outdated?
- Would a buyer know how to contact you?

Seasonally check all forms of social media!



NEEDS, WANTS, + NEXT LEVEL

NEEDS

- FARM/BUSINESS NAME
- LOCATION/SERVICE AREA
- PRODUCT LIST
- PHONE/EMAIL
- CURRENT INFORMATION
- WEBSITE OR SOCIAL MEDIA PLATFORM

WANTS

- WEBSITE
- FARM STORY
- COMMUNICATION PREFERENCE
- PRODUCT PHOTOS
- ECOMMERCE PLUGIN

BUYER-READY

- WHOLESALE INFORMATION
- ORDERING INSTRUCTIONS
- AVAILABILITY
- DELIVERY INFORMATION
- DOWNLOADABLE AVAILABILITY SHEET

BUILDING YOUR DIGITAL FOOTPRINT

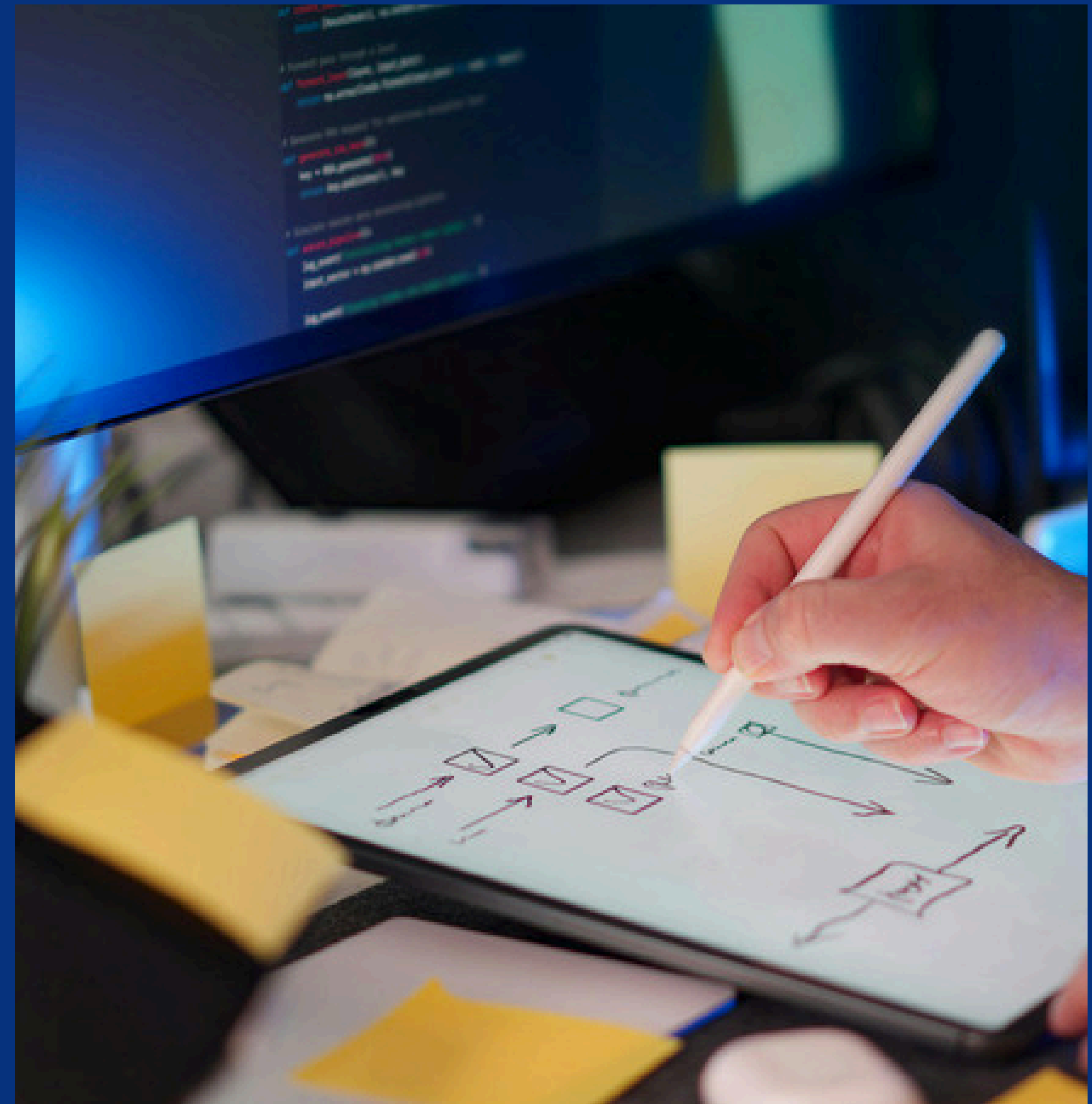
A buyer should be able to answer:

- Is this business still operating?
- What do they produce?
- Where are they located?
- How do I contact them?
- Do they appear to work with buyers like me?



BUILDING YOUR DIGITAL FOOTPRINT

- One good website or one active social profile > multiple platforms with missing pieces.
- Goal = be findable, current, & credible



BUYER EXPERIENCE

Every step is an opportunity to reduce friction

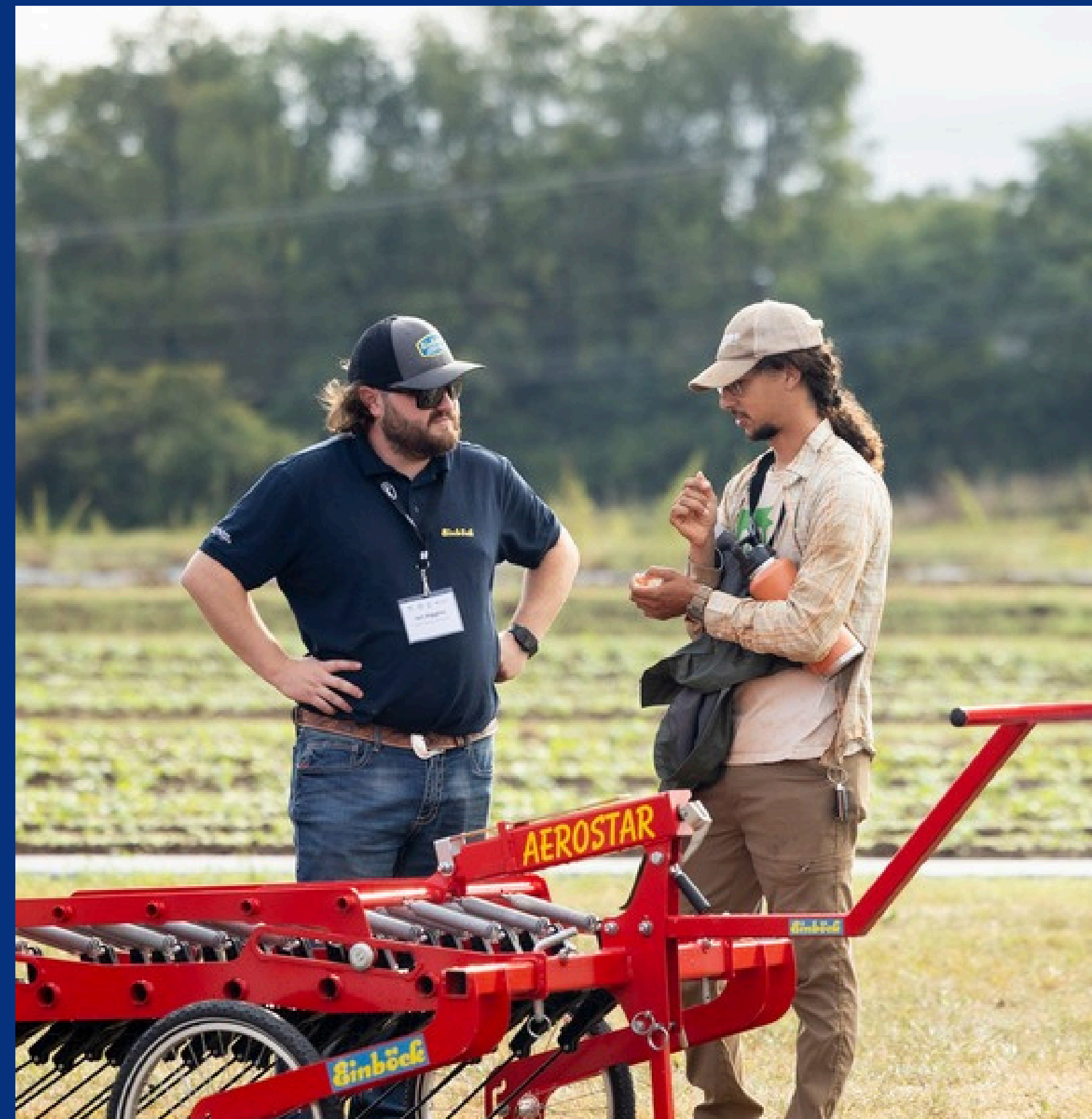


PROFESSIONAL COMMUNICATION

COMMUNICATION

Professional communication isn't about sounding like a best-selling author.

It's about being clear, responsive, + predictable.



EMAIL

Subject: Tomato Availability – Week of September 21

Hi Sarah,

I have approximately 200 lbs. of tomatoes available next week.

- Variety: Mountain Fresh
- Pack: 25-lb. case
- Quantity: ___ cases
- Price: \$___/case
- Availability: Tuesday–Thursday
- Delivery: Within ___ miles

Please let me know by Friday if you'd like me to reserve any for your order.

Thanks,

Savannah Columbia

CCD Farm

Phone | Email | Website

PHONE CALLS

- **Phone Script:**

- Who you are
- Why you're calling
- What you're offering
- What you want them to do

“Hi, this is Savannah with CCD Farm. I'm reaching out because we grow tomatoes and peppers and I'm interested in learning more about your purchasing needs. I'd love to send you our current availability. You can reach me at ____.”



BOUNDARIES

Clear boundaries create reliable business relationships.

Have conversations with your buyer about:

- Delivery location, time, frequency
- Minimum ordering
- Volume expectations, with weather-dependent plans
- Price points



CREATING AN AVAILABILITY SHEET

AVAILABILITY SHEET

A QUICK WAY TO COMMUNICATE:

- Product
- Quantity
- Packaging
- Cost/Price
- Availability
- Logistics



AVAILABILITY SHEET

PRODUCT

- Product
- Variety
- Grade/quality
- Size

QUANTITY & PRICE

- Quantity available
- Unit
- Price
- Minimum order



AVAILABILITY SHEET

PACKAGING

- Case size
- Units/case
- Packaging format

LOGISTICS

- Availability dates
- Delivery + cost
- Pickup
- Ordering deadline
- Payment terms



EXAMPLE

Farm Logo

Product	Variety	Pack Size	Quantity Available	Price	Availability
Tomatoes	Mountain Fresh	25 lb. case	8 cases	\$__	Sept. 23-25
Sweet peppers	Various	10 lb. case	12 cases	\$__	Sept. 23-27

Orders: By Friday at noon

Delivery: Tuesday & Thursday

Minimum: \$XX

Contact: Your Name | 000-000-0000 | farmname@domain.com

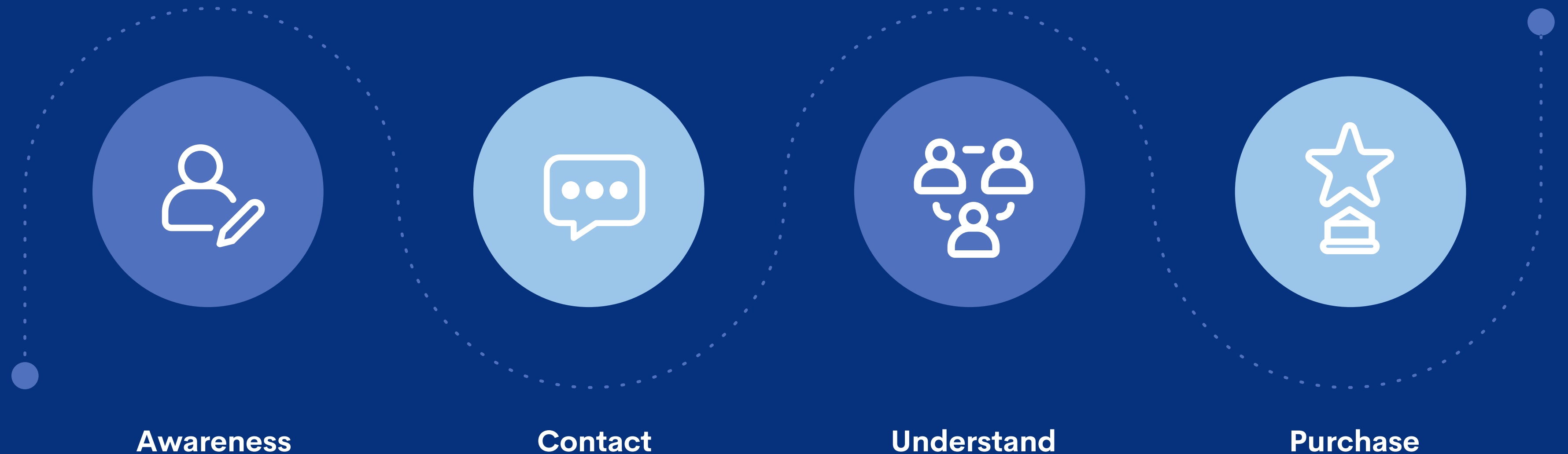
TIPS FOR SUCCESS

- Don't forget to include your farm + contact information
- Imagine you're the buyer. Review your availability sheet for 30 seconds. Can you find:
 - What + how much is available?
 - Pack size?
 - When is it available?
 - Delivery/pickup?
 - Minimum order?
 - How to order?



BUYER EXPERIENCE

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**PUTTING
IT
ALL
TOGETHER**

BUYER-READY CHECKLIST

CAN THEY FIND ME?

- Current online presence
- Accurate contact information
- Clear description of products
- Recent/current information

CAN THEY REACH ME?

- Professional email
- Voicemail/phone script
- Preferred contact method
- Professional email signature



BUYER-READY CHECKLIST

CAN THEY UNDERSTAND WHAT I SELL?

- Current availability sheet
- Products and varieties listed
- Quantities and prices listed
- Packaging/case sizes listed

CAN THEY DO BUSINESS WITH ME?

- Minimum order established
- Delivery/pickup information
- Order deadlines
- Payment terms
- Clear ordering process



3 TAKEAWAYS

1. Your digital presence establishes credibility.
2. Clear communication and boundaries create predictability.
3. An availability sheet puts the information buyers need in one place.





Contacts Us

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