

How Indie Beauty Brand Founders Deal With Nonresponsive Retail Buyers

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NO STUPID QUESTION
ALICE MROCKOWSKI



In this edition of Beauty Independent's ongoing series posing questions to beauty entrepreneurs, we ask 11 brand founders and executives: How do you handle nonresponsive retail buyers?



PAAYAL MAHAJAN

Founder, Essential Body

In my experience, patience and tenacity are key. Being an entrepreneur requires the strength to hear what I call "the deafening silence of unanswered emails and calls." This is so much more than just sales being good. When I started Essential Body, I had clarity on two things: what I had created was thoughtful and stellar, and that not everyone would fawn all over my products. I knew who my target audience was, and I had to work on looking at avenues that got me to them.

I follow a few golden rules in life and in business: Nobody owes me anything, I must stay true to myself and my fundamental values, and allow things to flow. Ultimately, handling difficult or unresponsive buyers is about being patient and not losing faith in oneself. Buyers are busy people. And, frankly, difficult buyers and clients always help me up my game.

This world is a very big place and there is room for everyone. I think of it almost like dating. I believe in myself enough to know while things may not always work out with one person, there's someone out there who is looking for exactly me. Question is, do I value my brand enough to discern whether they're the right fit for me? As much as buyers hold the power to say no, so do I.