

Here are several example emails that we use. We vary the language in each – based on our feel for who we are dealing with. Also, the introductions are fairly general and can be matched with other emails. We focus on keeping our communication brief, but clear. The more you talk, the more opportunities you have to make a mistake. Just keep it simple, and make the introduction. We will add more – Matt is constantly updating and trying new approaches.

**(if we believe the company to be internet seller friendly)**

"Hi, my name is John Doe, and I represent GeneralTradeGoods.com. We have read many great reviews about your products, and believe that your line would do very well with our customer base. Please let us know what wholesale options are available with your company."

**(if we aren't sure – though we don't care to introduce our website – just an alternate opening)**

"Hi, my name is John Doe, and we are a retailer from XYZ. We have read many great reviews about your products, and had several customers who asked us about carrying the line. We would love to work with you and offer your products to our customers. Please let us know what wholesale options might be available."

**(if you want to show that you carry products with-in the line)**

"Hi, my name is John Doe, and I represent my company (XYZ). We are very interested in carrying your line, and have carried the following similar brands (XYZ, XYZ, etc). These products have done extremely well for us, and we believe that your products would do very well also. This market has been growing for our company, and we are continually looking to satisfy that demand with great products. Please let us know what wholesale options are available with your team, as we would love to get started asap."

(if you want to show you are expanding and growing – generally make sure your claim is close to line you are shooting for. Example – Toys and Games doesn't mix well with Sexual Wellness)

"Hi, my name is John Doe, and I represent my company (XYZ). We are a retailer of Toys and Games and are looking to expand into the XYZ category as we believe there is demand for it with our customer base. We have read many great reviews about your products, and would love to introduce this line to our customers with your products. Please let us know what steps we would need to take to get started with your company."