

How to increase your Wholesale account approval rates by %500

This module focuses on the number 1 question we get asked about wholesale. That question typically sounds something like this:

"I get denied a lot for wholesale accounts. What can I do to increase my approval rates?"

Luckily, this is a topic with which we have lots of experience . We'll be going over the direct and indirect concerns that manufacturers and wholesalers have when it comes to approving you, and how you can address those concerns.

Direct Concerns a Wholesaler May Have

Let's start out by going over a list of the most common concerns that a wholesaler or manufacturer may have, and then in the next slide we will discuss the approach you should take to alleviate those concerns.

Do you sell online?

Do you sell on Amazon? If yes, do you have sales outlets outside of Amazon?

Do you have a retail store?

Are you a distributor?

Are you willing to sign MAP pricing agreements?

What many people don't realize is that the number 1 most important factor for scoring accounts is about how you present yourself and your business.

Before we start addressing each concern, notice that we listed each one of them as a question that the wholesaler might ask. Ideally, our goal is to present ourselves so well initially, that we address all of those questions before they can even be asked.

You need to treat your communications with a wholesaler/manufacturer like it is a job interview. You want sell yourself as best you can, so that they will sell to you. The type of information that you provide them, and the order you provide it, is absolutely critical to your chances of success.

Diversification

As many of you know, lots of wholesalers and manufacturers just don't like approving accounts for Amazon sellers, and understanding this needs to be your number one focus. However, this doesn't mean that they won't still sell to you.

Most companies WILL sell to legitimate businesses that happen to sell on Amazon.

Most Companies DON'T want to sell to random people that sell on Amazon.

So what does that mean?

It means be a legitimate business.

Sell yourself as a legitimate business. Market yourself as a legitimate business. You are a legitimate business, all you have to do is act like one.

We have found that the number one way to increase your approval rates for accounts is to diversify your sales outlets, and to present yourself as a diverse online sales company, NOT AS AN AMAZON SELLER.

The biggest way you can do this is by having a professional looking ecommerce website that represents your company.

Example

As an example, Let's look at two opening lines of an email to a wholesaler and go over why one of them is strictly superior to the other:

Bad

"Hi, my name is John Doe. I sell on Amazon and I am very interested in carrying your product"

VS.

Good

"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."

Check out how in the bad example, the person states that they are an Amazon seller right off the bat. At that point, many companies will put this message straight into their delete folder. We suggest that you never open up with the fact that you sell on Amazon, as it puts you on the back foot right away with

most companies. Oftentimes, they have had bad experiences with unprofessional Amazon sellers that do things like destroy their MAPS, or don't make payments on time.

Alternatively, in the good email, the person states that they represent GeneralTradeGoods.com

First, let's look at the subtle use of the word "represent". Saying that you represent your company will oftentimes be interpreted as having come from an employee of your company, whether you have any employees or not. It gives you the appearance of being a larger, more significant company than someone who just says that they sell on Amazon.

As we move on, the email states that they represent GeneralTradeGoods.com, which will be a hyperlink that the wholesaler/manufacturer can check out. At this point, you have just provided the social proof that you are a legitimate online sales company, which you are. Remember, you are a real company. Selling on Amazon is not what defines you, it is merely your outlet for selling your products.

The next section of the email is a psychological trigger. "We have read many great reviews about your products, and believe that your line would do very well with our customer base". Showing interest like this indicates that you are genuinely interested in their products based on an important set of criteria (as it solves a need for your customers). You have effectively become a more important prospect that someone simply wanting to sell the product and make a profit. You are, at that point, invested in the success of their line. Additionally, the fact that you represent a customer base also allows them entry into a market they may not have access to otherwise (this is VERY IMPORTANT for manufacturers and brand owners).

Website and Bringing up Amazon

So let's recap so far.

First, you need a website that represents your company. period. It is the most important thing. It works best if that website actually has real products listed for sale. It is totally up to you how much you want to actually advertise that website or if want to do a significant amount of sales on that website or not. The most important thing in reference to scoring accounts is just that it exists for companies to look at, not whether you are actually generating any sales with it. Purely by its existence, it will help to legitimize you.

Next, is a natural question. "If you don't bring up that you sell on Amazon initially, when do you bring it up?".

We let the fact that we sell on Amazon come up naturally in conversation. We are not trying to deceive anyone. The name of our website has the same exact name and logo as our Amazon store. We are not hiding anything from anyone.

We like to fit it in when we are talking about the diversity of our sales outlets. We let them know that we sell on our website, that we distribute to physical stores, to other online stores and that we also sell

products on Amazon. We try to sell ourselves so well, that by the time we mention we also sell on Amazon, they have likely already decided in their minds that we are worth approving.

Sometimes, a wholesaler or manufacturer will just never ask if you sell on Amazon, and that usually just means that this company does not care if you sell on Amazon. If there are not any terms in the seller agreement you sign with that company that directly mentions Amazon, then that will usually support that fact. It is important before placing an order to add the product to your Amazon account, and create a shipment with the product you are ordering, you do not have to finalize the shipment. This serves as a way to verify that the product is not brand restricted or restricted for some other possible reason.

Likeability and retail stores

Next we have a quick general tip. Be relatable when you speak with a wholesaler or manufacturer. Don't be a robot. You want to build relationships with these people. The more likeable you are, the more likely they are to approve you.

Now for broaching the subject of companies that want you to have a retail store, or that won't sell to online retailers of any kind. Sometimes you will come across companies like this, and there is little to nothing you can do to get approval from them. It is just the way it is. However, sometimes you can overcome the retail store hurdle. The best way to do this is via distribution references. Many companies are willing to accept distribution as an alternative to owning a retail store.

Next, we recommend that you find a few physical stores that you can sell products to, even if it is at cost, or a small loss. The money is not important, what IS important however, is that you have now distributed to someone, and you can use them as a distribution reference. It isn't terribly hard to find someone to distribute to, everybody has a family member, friend or acquaintance that owns their own store, the key is to make sure they are a legitimate company. Many companies look at owning your own retail store, and distributing, as similarly beneficial to their brand.

Also beware that some companies do not like selling to distributors, so be careful how you present this information.

Another note, this information is only in reference to companies that want you to have a retail store as part of their approval process, not as the means of sale. If they state you can't sell their product online or on Amazon, but only in retail stores, then you should not carry their product.

Minimum Advertised Price - MAP

This part is pretty simple. Many companies set Maps on their products, which just means that you can't sell the product for less than the MAP price.

When we sign a MAP agreement, we follow it. Period.

However, before we sign a MAP agreement, we investigate to see if anyone else online is currently breaking the MAP. Every person we find, we present it to the company and ask them if they are aware of the other sellers who are breaking the MAP.

We report people who break MAP because they make life harder for those of us that play by the rules. You can't be competitive with a MAP breaker on your product. Reporting those people is good for you and the brand owner (as it serves as a brand protection). It also makes you look like a responsible seller in the eyes of the company, and they are more likely to trust you.

Additional Tips

Some additional tips for increasing your account approval rates are as follows:

- Contact wholesalers and manufacturers with a business email account, not a personal email account. It makes you look more professional
- Take into strong consideration the topics we cover in the video "What Questions to ask your wholesaler". Particularly the section that covers which questions you should NOT ask.
- Don't be afraid to pick up the phone and call a company. Oftentimes calling is much more effective than sending emails.

Indirect Concerns your Wholesaler may have

Companies will also have indirect concerns that need to be addressed. Most often, companies will not ask you these questions directly, so you will need to acknowledge them unprompted.

The 3 main indirect concerns companies have are:

How will you help promote our brand?

What sets you apart from other sellers?

How will you protect our brand?

Again, for emphasis, companies usually will not ask you these questions directly, so you need to address them yourself unprompted. Be thinking about what you can say and present to alleviate these concerns.

Final Slide

To wrap up, remember that how you present yourself is a huge key for scoring accounts. The more professional you are and the more legitimate you seem, with all the methods we have laid out, increases your odds of scoring accounts exponentially.