

Tips For Making Yourself More Attractive To Suppliers

In this short video, I am going to share some of our personal anecdotes and experiences with different kinds of suppliers. We contact hundreds of companies a month about setting up wholesale accounts, so we have developed a pretty good idea of what common themes different types of suppliers share.

Health & Personal Care - We will start with the health and personal care niche. Above any other, Health and Personal Care products are typically part of a passion based industry. Meaning the creators and developers of the products, especially with supplements, care deeply about their products on a personal level.

We recognized and like to try and talk with the owner of the Health & Personal Care companies assuming they are smaller operations. Once we do, we like to demonstrate our knowledge of their product and what it is trying to accomplish. It really helps break the ice and develop a relationship quickly with an important cog of the company. You will be surprised how long an owner might keep you on the phone just because they love talking about their product and its benefits.

Typically after this happens, you are highly likely to get approved.

So to recap, try to research HPC products thoroughly that you really want to carry, and try to talk to the owner if possible when setting up your account, and try to talk to them about their product as much as possible. Mentioning that you love it, the principles it is based on, that you can help them find new customers and it should be pretty easy based off how cool their products is... etc...

Next we have Beauty Suppliers - This is a niche where we have found that many suppliers want you to have a physical store, and not only that, but a specialty store such as a hair, massage or nail salon.

We also see a lot of companies asking about showing a cosmetologists license in order to carry their products. Obviously we don't have one, but if you did, you would access to lots of great beauty products.

So the workarounds here are the standard ones. Setting up distribution to family or friends that have salons may help you get approved, or by having a niche specialty beauty website instead of the physical retail store can help you.

Grocery - Grocery suppliers from our experience care very little about the channels you sell through. They generally just don't care that you sell on Amazon compared to other companies.

Instead, they care more about the volume of product you are willing to order. This is I assume, based on the nature of grocery products, as they typically have expiration dates, so the suppliers have product that has to be moved, so they are generally less picky about who buys from them

Our experience is that generally, grocery suppliers will require to buy what equates to around 2 -3 months' supply of a product in order for it to reach the profitable discount ranges for resale on Amazon.

So with grocery, that is your trade off for it being easier to get approved. It is that you will typically need to be making reasonably sized orders.

These suppliers we have covered are the ones where through our experiences we have recognized clear common themes among contacting them.

Suppliers in other niches where we carry products, such as toys & games, home & kitchen and sports & outdoors don't have the same kind of repeatable themes and are more general in what they look for.

These experiences I have shared with you here should give you a distinct advantage, as it took us a lot of time, trial and error to learn them.