

# THE WHOLES<sup>A</sup>LE FORMULA

## RPS Call System

In this video, we are going to cover our RPS call system for acquiring wholesale accounts. The RPS system is a framework for how to progress through a call with a brand owner that gives you the best chance of success to become an authorized seller of the brand on Amazon.

Before we get into the system, there are some things to know and be aware of.

First, is that before ever starting a call with a brand owner, you need to have done some amount of research on the brand you are communicating with. This way you will be more prepared for the call, more confident, appear knowledgeable and have more talking points available to you.

Examples of research to perform are as follows:

### **Know where the company is located**

(knowing this can make it easier to engage in small talk and build rapport with the rep you are speaking to)

### **Research their products and review their website**

(It should go without saying, but you need to actually know what kind of products this brand sells, what those products do, and who they are intended for)

### **Find where their products are NOT sold**

(If you are able to find marketplaces, countries etc... where the product is not sold, but you could introduce it into, these can be great aspects of your pitch)

### **Determine who their competitors and the sales per month of the competitors' products**

(This will serve you well in talking points when comparing their Amazon listings and stats to their competitors listings and stats. Most companies have no idea what their sales volume is on Amazon compared to their competitors, so this is great info to be armed with)

## **Research the Amazon listings of their products**

This is the most important research you can do as it will heavily influence the talking points of the call. The more flaws or areas of improvements you can find with a product on Amazon, the better. Every product listing on Amazon has room for improvement. All of them. This is important because as you will learn, you present these areas in the call and promote yourself as the solution.

### **Examples of things to look at are:**

Photo quality and compliance

Title Quality

Key details quality

Product Description quality

Number of reviews

Review score

FDA compliance in listing

Page rank for major keywords

The presence of major keywords in the listing

Other sellers and their fulfillment method

and more..

It is also critically important to compare these components to those of their major competitors. You will learn more about that in a bit, but as a quick example

If they have 100 reviews on a product and a competitor has 300 reviews on theirs, that is a big area of improvement that you can talk about and explain that it is one of the reasons the competitor is getting more sales. You can then present yourself as a solution to that problem by using review software like salesbacker or feedback genius that will increase their reviews if you were selling the product.

Don't look at this research as something you need to spend hours on. 10-15 minutes is totally fine. You can even create spreadsheet and workflows for this research process to become more efficient and have the data in front of you for the call.

### **Decision Maker**

You don't want to engage in the RPS system unless you are on the phone with a decision maker at the company. It's common sense, but trying to convince a receptionist or switch board operator on the reasons you should be considered as a seller won't lead you anywhere.

When you are speaking to a receptionist or switch board operator, it is best to let them know you are wanting to setup a wholesale account and who you should speak with on that matter.

RPS System

Ok, now let's get into the system. RPS stands for

Resolve,

Probe and Educate ,

Solve

We will go over each of these steps in depth, but a summary of the system is

You have the company representative resolve the difference in where their company currently is, and where they want to be. You get them to talk about their core beliefs and aspirations.

You then probe them with various questions about their product listings on Amazon and their current sellers. Oftentimes they won't know the answers to these questions, which gives you an opportunity to educate them on the matter.

Once you have successfully mined out all this information, you can then begin presenting yourself as a solution to the many problems you uncovered.

The RPS system also has some sub-steps. The full system looks like this.

-Introduction & Small Talk

-Resolve

-Set Agenda

-Probe & Educate

-Solve

-Close

### **Introduction and Small Talk**

The call should begin with introductions from both you and the brand owner representative. In your introduction, you will want to establish yourself as a professional and authoritative retailer, while also clearly stating your intentions.

An example of that would be:

“Hi, my name is Dylan Frost. I am calling representing supercompany.com, we are a multi-faceted e-commerce retailer and brand solutions partner. We specialize in the Amazon marketplace where we have had a lot of success increasing the sales and exposure of the products we carry there using the power of ‘supercompany.’ We came across your brand and just love your products. We believe your brand would be a great fit for us, and I would like to talk about the opportunity of opening a wholesale account with you.”

From time to time, the representative will try to dump you off the call by telling you they are not currently adding any new Amazon sellers. If they do, you will want to say this line, and then skip straight to the Probe and Educate step.

“Absolutely, and I understand where you are coming from with that. If it would be ok, would you mind if I asked you a few questions about your current Amazon selling strategies and the strategies your Amazon sellers are currently using?”

OK, back to the regular progression of the call. Once you’ve introduced yourselves and they seem receptive to talk, I like to do a little small talk. Just a few seconds worth. There are times for us where the account was won via this small talk. If you are personable and pleasant, it goes a long way.

## **RESOLVE**

Next you move into the Resolve phase. What you do here is get them to talk about their company goals and core beliefs. What they are looking to achieve and what their company stands for. This does two things. One, it gets them talking about themselves or their company, which people enjoy doing, so it really opens them up. Second, it is an opportunity for you to data mine and gather information so you know how to direct the conversation.

Different companies have different archetypes.

Some companies want to be the value brand. The cheaper, value options that sells the most.

Some companies want to be the premium brand.

There are companies that want to save the environment and then there are companies that just want to grow and make money.

Once you’ve gotten them to open up on those things, you can then direct the conversation to topics that best align with their goals that they just told you about.

## **SET AGENDA**

Next you want to set an Agenda that sets up the Probe and Education phase. This is kind of a psychological thing. By setting the agenda and getting them to agree to it, you become the authority figure in the conversation. You can do so by saying something like this

“I am going to ask you some questions to find out if or how we can help you. I am going to tell you what we’ve got going on over here. You can ask me any questions that you would like. And all I want to know is if this makes sense to you or not. Is that fair?”

They will always just say “yes” and then you can move along to the probe and education phase.

## **PROBE AND EDUCATION**

In this phase you are basically asking question that you know they can’t answer, and that you already have the answer for.

This is the most important part of the call. The reason that this system works so well is because we have isolated the exact reason most companies will turn you down as a seller for their products on Amazon. That reason is that they are ignorant to how Amazon works, they are ignorant of how often their product sells on Amazon, and they are ignorant to that fact that this can improve.

Your ultimate goal is to make them understand these things. And 9 out of 10 times it works like this.

You ask a question – They say “I don’t know – then you educate them on the topic and when possible, explain yourself as the solution.

Here is an example:

Dylan:

“Are any of your current Amazon sellers running PPC campaigns for your products, and if they are, what kind of results are they seeing?”

Company representative:

“I am not sure”

Dylan:

“Ok, that is unfortunate because PPC could greatly increase your sales not only on the Amazon platform, but increase your brand awareness overall and get your more returning, loyal customers. Let me explain. So on Amazon, how customers find products is by typing search terms into the search bar.

Obviously, a major search term for your products would be organic oatmeal. When I type organic oatmeal, your product is not on the first page of results. It is actually on the tail end of the second page. The vast majority of customer will only buy from results on the first page. This means you are missing out on a lot of new sales, and a lot of new customers by not being on the 1st page.

This can be remedied with PPC. At Super Company, we would run PPC ads for the key phrase Organic Oatmeal, this would put you on the first page of the search results.

Because organic oatmeal is a broad search term, it means they weren't looking for your brand specifically. Every time you get a sale through those ads, we can assume this is a brand-new customer for your brand. Because we know your product is awesome, they will potentially turn into a customer that keeps coming back, buying again and again.

And that is how our PPC ads can grow your brand."

You see how that works? I could then ask about Subscribe and Save, and if any of their sellers had that turned on. The answer would almost assuredly be no and then I could describe the benefits of that program and how it guarantees sales you might not have gotten otherwise etc..

Here is another example:

Dylan:

"Are any of your current sellers actively using software to increase and improve your product feedback on Amazon"?

Company Representative:

"I don't know"

Dylan:

"Ok, so let me tell you what we do that really can increase not only your sales on Amazon, but your sales in physical stores too! It works like this. When we are selling your products, and a customer buys from us, we have software that sends a series of emails asking them to leave a review for the product.

This increases the likelihood someone leaves a review by over 30%. This creates more social proof for your product. When people are comparing you on Amazon to your competitor Goatmeal, they have about 100 more reviews than you. That makes a big difference. We could help you catch up and even pass Goatmeal on total reviews.

This also helps you in physical retail stores, because people check Amazon reviews before buying something in stores all the time. Those Amazon reviews are incredibly valuable. That's

why with us as a seller, we work hard to get you more reviews, get you more positive reviews, and we can even get some of the bad ones deleted off Amazon.”

I hope that gives you a good idea of how Probe and Educate works. It is also huge to use information you gleaned from your research and the resolve phase here in the Probe and Education phase.

I like to compare their listings and performance to that of their competitors, and how doing x or y will help them overtake that competitor. I also like to give them information about how often their products are selling each month on Amazon (because I can assure you they don't know).

The range of topics you can ask questions about is nearly endless. You ARE an Amazon expert and they know almost nothing. This is your opportunity to prove it.

### **SOLVE**

The next phase is rather simple. After you have asked questions and revealed several deficiencies of the brand on Amazon, you now bill yourself as the solution. Feel free to compare yourself to their current Amazon vendors. Let them know that for them to not know about all these topics, they aren't dealing with the right kind of Amazon vendors, and that their brand is deserving of having a professional level Amazon partner.

Now it's time to close.

### **CLOSE**

Finally, you have to close. You want to get either a yes or a no. I don't like hearing “maybe” or “we will get back with you”.

I don't mind being bold and just closing with something like:

“I think given our conversation, you could seriously benefit by having an Amazon seller of our caliber as a retail partner. It sounds like you just have a bunch of sellers that aren't helping you. At Super Company, we do things that will actually increase your sales. What would be the next steps for us to sign up as an approved Amazon vendor for your brand”?

Don't fill dead air. First person to talk, loses. Make your points and statements and then wait for them to respond. There might be periods of awkward silence...and that is great. Make THEM break it.

Below this video you can find an RPS cheat sheet you can print out to help guide you through the process and stay on task during a call. Make sure to check it out!