



Mock Order and Projections Email Templates

Mock Order Example (when asked for one):

Rep has sent you:

"What were you thinking in terms of an order?"

"How many {pieces, units, cases or dollars} were you looking to {buy/spend}?"

You:

"If I purchase [###] amount of product, what type of discount would you be able to do?"

After given an answer, I will generally ask the same question, but this time with a higher number.

And if I'm on the phone, I'll usually repeat this process 3-4 times.

Mock Order Example (after you've received their price sheet):

Rep has sent you:

"Here is our current discount {system/tier/schedule/price sheet} that we are using."

Your response:

"Thank you for getting back to me. I noticed that your highest listed discount tier was at [\$XXXX]. Our initial order was going to be quite a bit larger than that (pending pricing), and I wanted to see if there was anything you could do. For example:

We can purchase [###] units on our initial order, which would be [\$XXXXX].

As you can see, this is substantially higher than the largest discount that you had mentioned, and I was curious if a bigger discount might be available."

OR if

Rep has sent you:

"We generally don't offer discounts, and try to keep everyone at the same pricing structure."

Your response:

"Thank you so much for getting back to me.

We are considering the following order:

X total units of insert awesome product.

As you can see, your minimum order is [\$XXX], and our proposed order is [\$XXXX]. I understand the concept of trying to provide a level playing field, but we aren't looking for discounts to have an advantage. We employ key strategies to drive additional traffic to products, as well spend time to help make improvements on the conversion side. All those things come as a direct cost to us, and we like to get the best possible pricing to make sure that we can profitably perform those activities to the best of our ability.

Let me know if something might be possible, as I thought seeing what our order looked like may help to give you a better example of what we were looking at in terms of volume.”

Projection Examples:

Typically, you will use a projection if you’re initial order doesn’t qualify you for the discount you’d like or if all other attempts at obtaining a discount has failed.

You (on phone):

"If I purchase [###] amount of product per month for 90 days, what type of discount would you be able to do?"

OR

You (email):

“Hello,

We can offer you the following 90 day projections.

Month One: [###] units / Month Two: [###] units / Month Three: [###] units

I realize that our individual orders fall below your premium pricing order threshold, however, as you can see, our 90-day order amount goes well over it. We would love to work with you on pricing. To be honest, we could place the quarterly order, but honestly it doesn't fit our model, and we believe that our replenishment strategy keeps us in constant touch with our retail partners. Would you be flexible and allow this? We can give you an order commitment if necessary to make this work.”

OR

“Hi,

We would love to work with you on pricing. We have reviewed your price sheet, and believe our business falls uniquely outside of it. Our company focuses on replenishment, and does not place a single large order. We believe that this gives us more touch points with our vendors,

and fosters a better relationship. Would you be open to working with us on pricing, with the understanding that our order does not represent a single large order, but instead a monthly order? For example, our 90 day projections for your line are as follows:

Month One: [###] units / Month Two: [###] units / Month Three: [###] units

As you can see, we anticipate placing this order on a monthly basis, and focusing on strategies to increase our overall order size.

I understand that this may be an uncommon request, but we would really appreciate it if you could entertain working with us on it.

Thanks,"