



Presenting to a Manufacturer Via Skype

Hey guys, in this video I'm going to go over this simple PowerPoint presentation template you can use to present to brand owners and manufacturers. You have already seen our RPS call system. Really, this is that system but in PowerPoint form so you can show visuals, and be more scripted in your presentation than a phone call will allow. Whether you do the RPS system over the phone, or you do a PowerPoint presentation like this live, is really up to you. You just choose whatever you're better at, and whichever you would be more comfortable doing. The process of getting the brand owner or manufacturer to view this presentation is pretty simple. When you email or you call them, you would just schedule a time to Skype with them and conduct your presentation live like that.

Now that I've got that out of the way, let's talk about the slide template that you can download right below this video, this one you're looking at now. This template has not been styled, and that's on purpose. We didn't want everyone using just a carbon copy of the exact same template. It will be up to you to style the slides. A huge recommendation I have would be to head on over to GraphicRiver.net, and purchase a PowerPoint template there. They have thousands of beautiful templates that you can purchase for just a few dollars, like this one for instance at \$17. Comes with, says 40,000 slides. You can look at examples here. There's a lot to choose from, and they're beautiful. Just kind of plug and play however you want.

Let's jump into the actual PowerPoint template. The first slide, need to have your company name, or your logo at the top. Then a small few sentences about what you are, and what you do. What your company does, and what you're trying to accomplish. It needs to be very specific to what you are actually trying to do as a business, and try to do for the brand owner or manufacturer. I have an example of that, here's an example slide of what I'm talking about there. You can see, imagine that we were contacting someone as The Wholesale Formula. It would say, "We're an online retail company." You can see that's very intentional. Then, "We specialize in the Amazon marketplace to increase the sales and performance of products on Amazon.com." You can see that's concise, and got right to the point. This is who we are, we're an online retail company, and this is what we're trying to do. We specialize in Amazon marketplace to increase sales and performance of products on Amazon.com.

The next slide, it's great to just include, again, have your company name or logo at the top. Then put your company's core values and your mission statement here, just to kind of further emphasize what your company is about. Next is to get to the process of explaining the Amazon marketplace a little, because so many of the companies that you're reaching out to are

pretty ignorant about the way that Amazon actually works. The big part of that is their misunderstanding of how much that Amazon sellers directly impact and influence the sales of a product on Amazon.com. You have to help them understand those differences between ... Often times with that objection that they'll give you, they'll say that, "They have enough Amazon sellers." That means you have to tailor that conversation to help them understand that there is a difference between having an Amazon seller, and having the right kind of Amazon seller that actually helps your brand, and their brand will benefit from. You want to discuss that in this slide, and have some information there, and some visuals.

Let's look at an example slide for that, like what it would look like. As you can see I just have types of Amazon sellers as the header. Then I would compare the leech versus a pro. A leech would be an Amazon that sells your products and contributes nothing to improve the sell of the product. Versus pro, an Amazon seller that executes strategies to boost the sales and conversions of products on Amazon.com. I also like to include this little thing here, "Ask yourself this. What kind of sellers do you currently have?" They start to think about, "Well, has anyone ever talked to me about these types of topics before when it comes to the Amazon marketplace?"

A big tip when you're doing these presentations, don't just read what's on the slides. Have prepared stuff to discuss and talk about in the presentation. Slides are just a visual representation of the presentation that you're giving. After you've made your points here and they understand how much Amazon sellers influence a products performance on Amazon, we would move onto explaining Amazon listings. How the listings are very similar to a Wiki, meaning that all sellers share the same listing, and that any seller can edit that listing. We like to help them understand that there is a lot of liability in just letting anyone be able to access those listings and make those changes. Sometimes let them know some of the negative repercussions of that type of thing. Such as ... These are things we've definitely seen before, a seller going in and changing a listing so you use FDA non compliant language that ends up getting the listing suspended, things of that nature.

The next thing we would like to do is have a slide that let's them know what the sales volume of their product is per month on Amazon. I can assure you, most of the companies that you're going to be talking to have no idea how often their product sells on Amazon. You can also show them how they rank, their page rank per primary keywords on Amazon. When someone would go into the search bar, and type in that keyword. Where do they appear on that list of products? Are they on page one or page two? Where do they rank on the page? It's especially important to bring these things up to them because later on you're going to show them how much room they have for improvement. The only way that they'll be able to get that improvement is by working with a seller like you that can do things to the listing, or for their brand and product to increase those sales.

Next we like to discuss and compare them to their competitors. We'll show their sales per month versus their competitors sales per month. You're intentionally going to show

competitors that are doing better than them. It shows that there is room for improvement. Then next, you would compare the competitor to their product. Show examples of why that competitor out performs them, specific examples. Things that you will be able to provide solutions to. Let's look at an example of that. Reasons Brand X is out performing you. For instance, more reviews, pictures and listings, I just gave a few examples here of those things. It's like a pretty simple slide. You just go in depth about each of the bullets, each of the things that you've found.

Next, you would cover any other weaknesses. One's that you did through your research of the product, or that you did with any previous conversations or phone calls with the company that you've had. Then obviously next is to start providing solutions. This is where you go into explaining your value props, and speak in benefit. Not only tell them what you are going to do as a seller, but the benefits of those things. How these changes or value propositions that you could perform will help them, and what will be the cause/effect. Would it increase their sales? Would it increase their exposure? Would it provide them more returning customers?"

You can look at an example here. Remember, we had reasons that Brand X was out performing you, and here on the left, have them marked out. Then you have the solutions on the right. They have more reviews than you, so we'll enact our review software that will solicit more customers for reviews and increase your reviews, or increase that social proof of your brand, and therefore overtime increase your sales. More pictures in the listing, and then here we could just ... Let's say it was a listing that only had one image, but the competitor's product had six images. That's an easy fix. That would be you prove that the other Amazon sellers that they are working with just don't really care about their brand or product, because they haven't brought this up or tried to fix those issues. You would talk to them about embedding their listing with more action shots that they could just send to you, and you would update in the listing for them.

Better keyword rank, obviously that coincides with running pay per click advertisements, because you're able to target specific keywords. The more people that buy using those keywords increases the keyword rank. That's a great solution for that. Then the better title issue, you can just optimize the title. You can do a lot of research to figure out how to optimize titles.

We like to finish up with projections. You would just talk about where their sales per month currently are, and then project, if the changes that you could make if you were a seller, and all the value props you would add. Give them a projection of where you could see that their sales would be in six months or a year, so that they could really visualize and understand the solutions that you would be providing and assisting them with. Then after that we like to end the slide show, and then switch to face to face with them to try to close the deal, and try to move on to become that approved Amazon seller.