

THE WHOLESALE FORMULA

Module 4 Bonus – 27 Value Props

Hey guys, in this video we are going to cover 27 different value props that you can implement into your business right now. NetRush, an Amazon seller that generates over 100 million dollars in sales each year, lists 27 unique value props on their website. Naturally, they strategically use some of these value props in the email or phone communication they have with brand owners.

We are going to go over each of these value props that a \$100M seller provides, and I am going to explain to you how you can do each one of them yourself. Yes, you heard me. You have the ability to provide the same value props as a \$100M Amazon seller.

Now you might think, that, is a bold statement. But I am here to tell you, it's not. And With it, I want to impart you with the most important piece of knowledge that I will ever be able to share with you. The best piece of business advice I will ever give. And it is: Any of these value props we go over, if you find yourself saying statements like: "I can't do that" or "that's not possible for me"...Then you are right.

Statements like that are called limiting beliefs. If you provide resistance to your ability to do or achieve something, then you are destined to fail at it. If you approach these with an open mind and you are solutions oriented, anyone at any level can perform all of these value props.

Now that you are in the right mindset for this, let's cover just a few more things. NetRush lists 27 value props on their website. This does not mean that they perform all 27 value props for every one of their brands. Before they contact a brand, they do some research on them and determine which value props are going to be most valuable for them and those are the ones they talk about in their pitch. They will perform the ones they talked about and agreed upon in their pitch. That is the same way we approach it and that is the same way you should approach it.

Last thing here before we get started, I am not going to go into great detail about how to specifically perform each of these value props, we would be here for a week in that case. But I am going to provide you with the knowledge you need to be equipped with in order to move forward implementing them.

1. "Brand Building – Setting brands up for success by making sure their story and mission are articulated properly and prominently displayed."

This is a broad value prop and it is all about conversion. It means making sure an Amazon page is optimized so that more people that view the page, purchase the products. Improvements such as quality of photos, quantity of photos, well written copy in the bullets and in the description, all accomplish this value of story and mission of the product are properly articulated and prominently

displayed.

Nine times out of 10, you can upgrade a listings pictures by just asking the brand owner to supply you with their media kit of promotional images, such as lifestyle shots, and the product both inside and outside of packaging. If they don't have that, it is a service you can provide for by outsourcing to a company like upgradedimages.com

The same is true for copy that goes in the listing. The brand owner can typically provide good copy you can use to update the listing, or it may already be on their website. But we also highly recommend Karon Thackston's book to learn how to write great copy yourself. A link to that is below this video.

Enhanced Brand Content is another way to beautifully tell the story for a product or brand. You can learn more about Enhanced Brand Content, commonly referred to as EBC, in a link below the video.

2. "Catalog Management – An organized, optimized catalog, free of duplicates and variations that detract from a brand's core offering."

This means cleaning up any issues or inconsistency about the brand or their product on the Amazon marketplace. A lot of times this is an issue they are not aware of OR not aware of how it can be negatively impacting them, so you have to make them aware of it.

An example of this is where a brand might have multiple listings on Amazon for the same product. This is an Amazon TOS violation, and those listings need to be merged. And that can easily be resolved by you opening a case with Amazon. Other examples could be, the wrong name being listed as the brand name for the product, out of date packaging used in the photos which can cause customer confusion, etc... All things easy for you to resolve by creating cases with seller support in Amazon.

3. "Image & Video – A visually enriched experience that allows customers to see, hear, and fully grasp the benefits of the product."

We already talked about images in the brand building value prop, but as for video, this is another thing you can include in Enhanced Brand Content. Again, many brands will already have video content available. But if they don't it is a value you can provide them at a very low cost and this is a value that they can use and get mileage out of outside the Amazon marketplace. On a website like Fiverr.com you can have some pretty cool whiteboard or explainer videos created about the brand or product for less than \$100.

4. "Product Message – Accurate messaging that reflects a product's best qualities and unique selling points."

This is another value that harkens back to the original brand building value. Sometimes a product listing on Amazon does not properly align with what a brand is trying to represent, or there are keys pieces of information absent from the listing.

For instance, if a product is made in the USA, that is an important component and selling point for the

product and should be included in the listing. Or if a product is produced from entirely organic or renewable materials, that should be highlighted. If a product is gluten free and so on and so forth. These are talking points that you can use to engage with a brand owner or rep.

5. “Rating and Reviews – The most effective content is supported and validated by positive reviews.”

This one is about social proof. Product reviews, both quantity of them and the quality, are huge influencers on if people are going to buy a product. Many people compare products not only on Amazon based on reviews, but they will even pull up their phone and check Amazon reviews before they buy the product in store. That is a big thing companies should be aware of! So, reviews are important.

We use a service called feedback genius to increase the number of reviews left for a product by up to 30% on any units we sell. Feedback genius sends automated emails to the customer asking them to leave a review. A link to that service is below this video.

As for increasing the average score of the reviews, you can go through and have ones that are clearly seller feedback and not product reviews reported and potentially removed to increase the average score, but also by helping to address whatever the common complaints are in the reviews with the brand by doing things like providing better quality control other sellers may not be providing.

6. “Brand Positioning – Competition is relentlessly aiming to capture your customers — we will ensure your brand is always in a better position.”

This is just about monitoring the competition of the brand on Amazon and making sure they are never doing things better than their listing. If many brands already are, then this is a great talking point you can engage with a brand about how they are falling behind and they need better Amazon content and strategy, which is what you can provide expertise in.

7. “Product Discovery – Employ a set of strategies to support market growth and customer acquisition across channels.”

This value is talking about keywords and Amazon pay-per-click advertising, or PPC. We have a video here in the course about PPC, and that helps acquire new customers for a brand.

As for Keywords, they are critically important for organic search. For a product to be visible to the maximum amount of people, it needs to be using the best and most relevant keywords.

We use the research tool SCOPE to see what the best performing keywords are for a listing AND the best performing keywords that are absent from the listing. (link below the video)

You can get those missing keywords added to a listing by opening a case with seller support or including them in the title of the product.

8. “Premium Packaging – We extend the buying journey by providing a premium packaging experience that punctuates every purchase.”

This one is admittedly much harder to do than other value props we have discussed, but it is possible. NetRush assists brands with getting their products compliant with Amazon's Frustration free packaging program. A link for more info about that program is below the video.

9. "Preemptive Customer Support – Nurture customer relations by ensuring answers to your support questions are easy to find."

Amazon handles a lot of customer support, but they don't handle all of it. Many times, a bad product review is entirely preventable. Usually the buyer reaches out to the seller first to find a solution. If good customer support is provided, the customer is refunded or finds the solution they desired, they are happy and go about their day without leaving a negative review.

Amazon sellers that don't provide that kind of support aren't helping a brand. Sellers can also support the brand by replying to reviews or answering questions on the listing in the Q&A area. NEXT PAGE!!!!!!!!!!!!!!

10. "Shared Knowledge – As our team generates data from campaigns, the flow of information goes back to the brand."

This is actually one of the most important value props. You would be surprised how ignorant most brand owners are to what their sales statistics on Amazon are. Just sharing them info from JungleScout can be mind-blowing for them. You can use this to your advantage to help them understand the importance of the marketplace.

11. "Mobile – Get your digital retail strategy up-to-date and optimized for mobile platforms."

Amazon mostly takes care of this for you, but it doesn't hurt to make sure the product is accurately represented on Amazon mobile website and app!

12. "Emerging Markets – Evaluate new domestic and global marketplace opportunities for your brand."

NetRush helps launch or improve brands in Amazon marketplaces outside the US. In return, they are allowed to also sell the product in the US marketplace. This is not something we actively do, but it a gigantic value to provide and a great pitch if you can sell on any overseas marketplaces.

13. "Marketplace Trends – We position you ahead of trends, so that you're in front of the crowd, not following."

Think of some of the recent big buyer trends. Natural, organic, gluten free, vegan. If a product has any of these components, but does not take advantage of using them in their keywords, title, copy etc.. then they are missing out on the trend.

14. "Competitor Analysis – Shine a light on what competing brands are doing in relation to your strategy."

This one is funny. It is just the same thing we already said about competitors earlier under brand

positioning, just reworded.

15. “Customer Insights – Analyze how customers are responding to your story, messaging, and ads. Again, this is all about education. A big part of this is helping brand owners understand the importance of things like listing optimization, keywords and reviews.

16. “Geographic Popularity – Use intelligent data to gain insights and identify geographical trends related to your customers.”

This is just about providing data about other marketplaces around the world that could be useful. An example, if you could sell on Amazon.uk and the brands competitor is doing very well in sales, but their brand is not listed there, it is a huge opportunity to get in there and grab market share. There is demand and JungleScout can show the data to prove it.

17. “Personalization – Custom-built listings that are made for your target audience.”

This is another restatement of topics already covered.

18. “Data Intelligence – Get a 360-degree view of your consumers and how they are interacting with your products.”

Another restatement about sharing data on the product. NEXT PAGE.

19. “Strategic Planning – Arming your brand with a clearly defined and customized marketplace strategy that is scalable over time.”

Most products are listed on Amazon without ever having a strategic plan behind them. But a winning game plan for most products can be summarized in the same way. The most important influencer for a product's financial success on Amazon is where they rank on a page when a keyword is searched. Is it the first product shown, the second? On page 1, 2, 3? etc... Amazon bases that order they display products on sales and conversion.

So, in essence, the more people buying a product AND the higher the percentage is that people who buy it vs. people who only view it, increases the page rank. This means optimizing a listing is very important. And once it is optimized, driving additional traffic to increase sales with things like PPC will dramatically increase the page rank, thus increasing the organic sales, creating a snowball effect of growth.

20. “Dedicated Resources – Ensure you have the most experienced and committed team supporting your goals.”

This is about ensuring the brand owner that you can actually be a partner. You are taking a hands-on approach with their brand. You will be proving them the TLC that others can't or won't.

21. “Supply Chain Insights – Understand the progression of your product through the supply chain, adding security and value along the way.”

There is a good chance the brand owner doesn't know about many of Amazon's FBA procedures.

Specifically, with logistics, fees and costs or product prep. There may be insights you can provide to them that increase the profitability of their products. An example, maybe they can reduce the size of their packaging to keep from being an oversized item; things like that.

22. “Brand Control – Determine the “how,” “who,” and “why” when it comes to third-party sellers on the marketplace.”

Brand owners are not totally helpless when it comes to unauthorized sellers, they just don’t know what steps to take, and that is where you can assist them with knowledge. You can assist with researching an Amazon sellers name online to find out their DBA registration. Or if you can figure out a phone number or name of a company officer for that Amazon seller, it goes a long way in assisting the brand identify who those sellers are.

Brand owners can establish production codes on their products to better track down the origin of their products. And lastly, brand owners can benefit with speaking to an attorney about their intellectual property rights and how to exercise those. We always recommend brands speak with the firm Vorys. A link to them is below the video.

23. Marketplace Visibility, 24. Sustainable Growth, 25. Profitability, & 26. Process Improvements

To me, these are all rehashes of topics already covered.

27. “Minimize Channel Disruption – Online marketplaces should be a high-value extension of your brand.”

This is just about going out of stock or preventing a listing from becoming suspended for things like TOS violation in their images or listing copy. Either of those two things happening can completely tank a products future performance on Amazon, as they often never can recover. So, it is critical someone is keeping a watchful eye on these things for them.