

THE WHOLESALE FORMULA

Module 5 – Contacting a Brand Owner

In this video, I am going to directly outline how we go about contacting various manufacturers, as well as the logic we use to make decisions on what companies to prioritize. It is important to reinforce that wholesale is a volume game, and while you will fail a lot, the small amount of successes pay huge dividends. Our goal is to help you understand the necessary steps to take to maximize your time and effectiveness. Not only will following this practice help to increase your approval rates, it will also help you to maximize the effectiveness of your time.

To truly understand the dichotomy of why a brand owner may or may not want to work with you takes an understanding of the fundamental concerns that they may have.

The vast majority of manufacturers don't have positive interactions with Amazon sellers. The rise of the home-based business has led to them having to deal with many companies who aren't professional.

In the past, most vendors have encountered one or more of these problems:

- Degradation of their products price.
- Supply chain issues (arising from Amazon sellers)
- Not being able to identify or work with their sellers
- Breaking their rules (like MAP)
- Sellers performing poor customer service

Most brand owners realize that these sellers represent their brand, and can cause major damage if left unchecked. These concerns generally lead to them having hesitation about working with new vendors or being shut off entirely to the idea.

To help alleviate those concerns you have to address the underlying issues:

- Show how working with you can help promote their brand
- Show that you are professional and easy to work with
- Show that you are committed to protect their brand
- Show that you are committed to providing a great customer experience

By addressing these concerns, you are able to gain their trust and start a relationship! Our contact structure has been built around helping to alleviate these concerns. This is why we go the extra mile, and ask our students to go the extra mile with having a website, using a branded email address, developing value propositions and developing a truly authentic pitch.

The purpose of our contact structure is to create an introduction, as well as increase our ability to efficiently work with as many companies as possible.

We always start our initial contact with an email, and our logic for this is very easy to follow. I will preface with the fact that phone calls convert much better. However, the truth is that phone calls take significantly longer, and there is much more preparation that goes into them versus sending an email.

We look at the email component as a form of lead generation. Some amount of companies will say yes, just from an email (this percentage is smaller), but can still represent an absolutely HUGE amount of business. It would be completely inefficient to set up with the companies who say yes to email, through a phone conversation. Our initial email will effectively drag-net those affirmative responses.

Beyond being more efficient, many companies will contact you back and deny you, but give you great information that you can use when you call them. Understanding the context of this information can be incredibly valuable in attempting to work with them in the future.

Our goal with the initial contact step is simple. We want to introduce our company and show our professionalism. Through that, we want to reduce the amount of calls we make by eliminating the companies who say yes to email while gathering information from accounts who deny you on your initial attempt.

There is no magic to the initial contact. Our contact templates are intentionally simple, as we don't want to confuse them or barrage them with information. In fact, we have continued to simplify this over time. Our initial emails went out and were full on books of information, but the response rate was low and we often received confused responses. By simplifying our emails, we increased our response rates, lowered confusion and pushed more traffic to our website. Bear in mind, that your website says what you would say in an email, only better!

In terms of contacting companies, we have built, what I believe is the best possible workflow for maximizing your time and ROI.

All of our contact starts with email. We do this to streamline and not call accounts who will say yes to an email, as well as gather information for why certain companies decline.

We use the following structure:

First, we send out the initial email. If we receive a yes, that is obviously ideal and we follow their process for setting up an account. However, if they deny us, we immediately add them to our call list and slot them into the corresponding priority.

It is important to say that no response, definitely does not mean no. It may mean that they were too busy to contact you back or just missed the email.

If we did not receive a response within 2 weeks of sending the initial email, we send out a follow-up email. This email is very similar to the initial email we sent, and if you would like, you can use the same

exact email as your initial email.

Then, we add any deny or non-responses to our call list. It is very important that you prioritize these based on return. On phone calls, you really have to put in the ground work to make sure that you give yourself the best possible opportunity to convert.

Finally, we execute the RPS call system with the brand owner. The RPS method is our signature method that produces amazing results. It has resulted in an incredible rise in our conversion, and also gives a great structure to the call.

Like I said, this structure has been very successful for us. The next video will cover how to implement this with the scouting and sourcing system workbook.

Do I tell them that I sell on Amazon? This is one of the more common questions we get. We do not directly mention Amazon in the initial contact email. Instead we drive them to our website which mentions Amazon directly, and links to our store.

We do this because we want to introduce ourselves as well as show them (through our value prop website), how we are different than most Amazon sellers and can ultimately help their product to be successful.

This next thing I'm about to tell you is very important. We believe and suggest that you confirm with them through email that they are aware you are selling the product on Amazon prior to your opening order.

Also, if you encounter anything in their initial documentation about disclosure of sales channels or any rules that would prohibit you from selling through Amazon - it is important that you tackle these head on, and resolve them before proceeding.

The short answer is, before you place your initial order, they need to be aware that you are selling their products on Amazon.

I understand that people have different limitations for whatever reason. If calling simply is not an option, you will not convert as well. Therefore, do not do this if you are simply uncomfortable being on the phone. Fight through that and make the calls.

If you cannot call though, maybe you don't speak English or have some other preventative limitation - you can follow the following sequence:

1. Initial Contact Email (exact same structure)
2. Follow Up Email (if you did not receive a response)
3. Review for other contact methods (Facebook/Linked In)

If you are denied, you have to respond with the Denial template which you can find below this video. Your goal is to find out what the vendors perceptions are. Then, you will have to alleviate those concerns, identify problems and present yourself as a solution through email.

This is not as easy through email; however, it does work, the conversion is just not the same. Please review sample email templates to get an idea how to construct this.

If their response gave a reason for them denying you the account, you can skip the Denial template and move directly into the presentation/response template.

This video gave you the basis for contact structures as well as actionable steps to move towards a conclusion in your contact structures. The primary take-away is that you have to understand their reasons for not wanting you to carry their product, and how you can structure your contact sequence to alleviate those concerns. Your goal when contacting companies is to find the best possible partners that allow you to grow, and help them achieve their goals in the marketplace.

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