

THE WHOLESALE FORMULA

Module 5 – Intro

Welcome to module 5: Sourcing. So far, you've learned how to analyze products to identify the awesome ones, how to quickly and efficiently scout for those awesome products, and how to use value propositions to make yourself attractive to brand owners. Now, it's time to learn the exact system we use to contact those brand owners to get their approval for wholesale accounts. From how to contact a brand owner to negotiating prices with them, we're going to show you all the strategies we use to succeed.

Sourcing is the entire process of account acquisition and ordering product. I'm not going to lie, there is a lot to learn in this module, but just like everything else in the course, we've broken all the steps down into a system that is easy to follow and copy. By the end of this module, you'll have learned the following:

- How to find a brand owner's contact info
- When to make initial contact
- How to make initial contact
- What to do if declined
- What to do if approved
- The RPS Phone System – using this will greatly increase your chances of approval
- Presenting to a brand owner via video conference such as skype or zoom
- How to sell yourself
- How to use Mock Orders & Projections to persuade Brand Owners
- Negotiating for lower prices
- And more... Plus, you get our all of our email templates, so it's as easy as copy and paste.

Like I said, there's a lot to learn, but it's pretty easy stuff when you break it down. To simplify it, you'll learn how to efficiently contact as many brand owners as possible while using strategies and tactics to maximize your chances of approval with each one. Makes sense, right?

You're in the home stretch of the course now. Once you learn our sourcing system, you'll have all the tools necessary to start implementing The Wholesale Formula. I hope you're excited because I'm excited for you. Let's get to work!