

INTRODUCTION

This cheat sheet is going to walk you through the exact system we use to contact brand owners for the first time in order to acquire a wholesale account with that brand owner. By using this system, we have significantly increased our acquisition conversion rate of new wholesale accounts. This is by no means a failproof system, but it will arm you with the information you will need to professionally engage with the brand owner in a confident manner.

PRELIMINARY RESEARCH

Before reaching out to the brand owner, research must be done. This is a vitally important step that will provide you with the information you need to professionally engage with the brand owner. Below are the things you should research before contacting the brand owner.

- Company Location – Knowing this makes small talk easier and enables you to build a rapport with the brand representative.
- Products – Know their product lines and their target market(s) for those products.
- Current Amazon Listings – Most important step; this will influence the talking points of the call. The more flaws you notice and can personally address, the better.
 - Photo quality and compliance
 - Title Quality
 - Key details quality
 - Product Description quality
 - Number of reviews
 - Review score
 - FDA compliance in listing
 - Page rank for major keywords
 - The presence of major keywords in the listing
 - Other sellers and their fulfillment method
- Website – Researching their website will tell you more about their culture and values.
- Untapped Markets – Finding new markets for the company to tap into can be extremely valuable to them. This can be a huge credit to your attempt at the account.
- Amazon Competitors – Being knowledgeable of their competition can provide you with valuable information you can use to win the account.
- Competitors' Products – The same applies for products; the more info you have, the better.
- Competitors' Sales Per Month – Calculating competitor monthly sales to then compare to the brand owner's will provide you with an opportunity to propose improving those sales.

After you've done the above research, it's time to implement the RPS System.

RPS SYSTEM

RPS stands for Resolve, Probe & Educate, and Solve, but there are also some sub-steps. Here is the entire system:

Introduction / Small Talk – Introduce yourself as a professional and authoritative retailer and clearly state your intentions of opening a wholesale account. Here's an example:

"Hi, my name is Dylan Frost. I am calling representing supercompany.com, we are a multi-faceted e-commerce retailer and brand solutions partner. We specialize in the Amazon marketplace where we have had a lot of success increasing the sales and exposure of the products we carry there using the power of 'super company.' We came across your brand and just love your products. We believe your brand would be a great fit for us, and I would like to talk about the opportunity of opening a wholesale account with you."

If they try to end the call, immediately follow up with skip straight to Probe & Educate with:

"Absolutely, and I understand where you are coming from with that. If it would be ok, would you mind if I asked you a few questions about your current Amazon selling strategies and the strategies your Amazon sellers are currently using?"

Resolve – Resolve the difference between where the company currently is and where they want to be, and get them to talk about their company goals and core beliefs.

Set Agenda – This is where you let them know what you'd like to cover in the Probe & Educate step. Here is an example:

"I am going to ask you some questions to find out if or how we can help you. I am going to tell you what we've got going on over here. You can ask me any questions that you would like. And all I want to know is if this makes sense to you or not. Is that fair?"

Probe & Educate – Probe about current product listings and sellers, then educate them on deficiencies. Poke holes in their current strategy and sellers. This is the most important step. Have your questions ready along with the answers. These questions come from your research and they are ones that you're fairly sure they won't have the answers to. This allows you to provide them with the answers that will help them improve their brand, sales, reach, etc.

Solve – After you have Probed them and educated them of their deficiencies, it's now time to present yourself as the solution by describing how you can add value to their brand.

Close – Finally, you must close. Restate your intentions and get a definite answer. You got this!