

# THE WHOLESALE FORMULA

## Module 3 – Super Targeting

Hey, welcome back. In this video, we are going to cover our most effective scouting method, super targeting. Super targeting has become our primary method of scouting because it allows us to find more quality leads faster than any other scouting method. Not only that, but our account acceptance rate is also higher using this method; meaning we're more likely to be approved by brand owners. It's a win/win! Let's dive in.

So, what is super targeting?

Super targeting is a form of scouting in which the purpose is to find competitors that carry inventory ideal to your goals. Early on, we noticed that certain sellers seemed to be carrying some of the same items as us. As we were approved for new accounts, we were surprised to find those same sellers were already carrying those brands. It felt like we were riding their coattails at every step. This was purely by accident and at the time, we simply didn't realize how to take advantage of this. What we eventually learned was those sellers had very similar ranges to our own. So, it finally clicked for us that we should be looking for sellers and not products.

When we are able to find sellers who have the exact range of products that we are looking to carry, we find a plethora of quality leads. This makes scouting so much faster and easier. I mean, if they are ALWAYS selling the right products, doesn't it just make more sense to sell the SAME products that they are selling?

Why get there by chance, when you get there faster by working off of their inventory?

Our goal has been to add profitable products, and continue to grow our catalog and this method allows us to do that at an exponential rate. Not only that, we get the huge bonus of avoiding their mistakes! Effectively we are cherry picking the BEST of the BEST products that they carry. Makes sense, right?

So, moving on. How does super targeting work?

Like I said earlier, what we're trying to accomplish is finding sellers like us. We are looking for sellers that are not too small nor too big. Through our experience we noticed that if we tracked competitors who were too small, we ran into a lot of Arbitrage sellers (which primarily sell mass-market brands) by taking advantage of market inefficiencies. As the market balances and catches up, these products are short lived and generally Amazon rejoins the party with a healthy inventory.

Then, when we tracked competitors who were too large, a good portion of their inventories simply didn't have the margin or velocity that we required. The larger sellers usually run much leaner and on thinner margins. We are certainly not, in any way, suggesting that you shouldn't carry products carried by larger sellers. These sellers do carry lots of goldmine products. Just know that you can expect less leads compared to the ideal seller.

So, what does the ideal seller look like? To answer that, we need to look at seller feedback. As you're scouting, regardless of the method, and you come across a quality lead, you would then want to look at the seller of that product. When you click on the seller's name, you'll be taken to the seller's profile page where we can see their feedback. Here you can view the feedback for that seller in the past 30 days, 90 days, etc. The one we care about is 30 days.

We are looking for sellers who have 200 to 800 feedback in those past 30 days. This identifies sellers who are using the wholesale model. Even very large RA sellers rarely get to 200 feedback per month, and a cap of 800 prevents us from dealing with mega sellers. What we found is that these leads were not only more profitable, but we also were more likely to be approved for accounts.

Just as important as finding these sellers is keeping track of them. Remember our handy TWF Scouting and Sourcing Spreadsheet? There's a sheet in it devoted to super targeting. Let's check it out real quick.

Once we have our workbook open, the sheet at the bottom labeled "competitors to target" is where we want to look. Now that we have that open, you can see that there are four columns. When adding a new seller to the sheet, you will want the four following pieces of information:

- Seller Name
- Seller URL
- Seller ID and
- Date Inventory Last Scouted

Ok, let's walk through a live example and I'll show you exactly how to put all of this together. Let's say that we used Amazon Filtering along with some Jungle Scout Filtering plus a little leaf sourcing and we find ourselves looking at this fine [product](#). After confirming that this product passes our 4-point checklist, we then decide to implement super targeting.

So, let's look at the other sellers. We click the links that takes us to a list of all of the other sellers. Let's start by reviewing the feedback of the first prime sellers. This takes us to their profile page. Again, we are looking for sellers with 200 to 800 feedback within the last 30 days. This seller qualifies, so our next step is to add them into our competitors to target spreadsheet.

To do that, we need their seller name which was "Bois Blanc Supply." Next, we need the seller URL which you can find here where it says "Bois Blanc Supply Storefront." We can just copy the link address like so. This will allow us to quickly navigate back to their storefront for later review. Finally, we need the seller ID. This is their merchant ID. We need this because it is possible for a seller to change their seller name, but they cannot change their marketplace ID. The marketplace ID is located in the URL of

both the storefront and the seller profile page. The ID is located in the URL in between “marketplaceID=” and the ampersand. Here it is again on the seller’s storefront URL. Just plug all 3 of those into your spreadsheet, and now you have everything you need to start tracking that seller. The fourth column is for you to be able to keep track of the last time their inventory has been scouted. We do this to periodically rescan inventories for new products.

You can now view that seller’s entire inventory anytime you want, regardless if they change their name. Just paste their URL into your address bar, and boom you can view their store.

Now, what you would do is use Jungle Scout Filtering to find the products that meet our needs. So, we open up the Jungle Scout extension and extract some pages. After we let those load, we’re then going to filter our results. So, let’s look for items with a minimum price of \$20 and, we don’t want items sold by Amazon so let’s uncheck that box. Now we can review each one of these potential leads. Not only that, but we can also use super targeting for each one of these results.

A quick note about leaf sourcing inside of a storefront. If you decide to scroll through a seller’s inventory to scout products *instead* of using Jungle Scout, there’s something you need to know. When you find a potential lead and you’ve opened it in a new tab, you will be shown that seller’s item only. This is not the typical product details page. This is incredibly important as it will never show other sellers. To view the full product detail page, you will need to go to the address bar and delete everything after “m=” then press enter. This will take you to the correct product page.

As you can see, manually scouting the listing takes a lot more time and work. We highly recommend that you get used to scouting competitors’ inventories with the Jungle Scout extension.

So, after you’ve filtered your results, any of those products that pass your 4-point check go on the spreadsheet. From here we could leaf source some more. We can look at other brands to check out their other products. We could then add those products and brands to our contact sheet. After that, we could look at the other sellers and do some super targeting. As you can see, after you find an awesome product or brand, it’s so easy to find more using the methods we’ve shown in this module.

Alright, you’ve now learned the most important aspect of scouting; finding competitors to emulate. By tracking the right competitors, you save tons of time as the leads are much more plentiful. Be sure to take some time to practice super targeting. Mastering this scouting technique will be invaluable to your business going forward. That wraps it up for this video. Thanks for watching and I’ll see you soon.