

THE WHOLESALE FORMULA

Module 4 – Value Propositions

Hey, welcome back. In this video, we are going to dive deep on value propositions. Value props help increase your conversions, meaning you'll be approved for wholesale accounts more often by using them. They also can lead to better pricing, making you even more competitive. You'll learn all about the common value props you can use to make a brand owner say "yes." You'll learn how to decide which value props you should use in your business. You'll also learn how to craft the perfect value propositions that send the right message to prospective brand owners. Let's get started.

It's probably about time that we show you a real example of a value proposition, huh? Here is an example of a content management value proposition:

"We specialize in creating additional sales and increasing conversions through listing optimizations across multiple platforms. Our in-house staff has years of experience in professional product photography, photo editing and writing copy that converts."

This is just one example of the types of value props that we use to sell ourselves to prospective brand owners. This brings me to our next point. Value props generally look to solve a problem in one of the following areas:

- **Brand Awareness or Reach** - brand owners will have to decide if by allowing you to sell their product, will you increase their reach and add additional sales or will you be taking sales away from their already established sellers.
- **Brand Protection** - promising to help police their brand from unauthorized sellers or other threats that negatively affect their image is also very important to brand owners.
- **Brand Perception** - you want to ensure them that your business will positively influence their brand image. Your relationship should only positively impact the way customers perceive their brand.
- **Brand Presentation** - do you represent their brand in a new way or have a way to feature their brand? If you can showcase their brand in a way that makes them appealing, this is a huge benefit.
- **Customer Experience** - Offering additional services that provide a positive customer experience can also help you stand out from the competition. A happy customer is a repeat customer, so any way you can increase the number of positive customer experiences, the greater the value you represent to the brand owner.

These are the areas we look when trying to find ways to add value to a brand. Enhancing any one of these departments of a brand is important to them and will provide value. The value prop I just showed you addresses brand presentation.

Next, we're going to go over some specific value props you can use to address issues in these key areas. But, before we begin, I want to stress that you should never state a value proposition that you cannot or have no intention of delivering.

If you tell a brand owner that you can provide a service for them and never follow through, you will destroy your relationship with them. So, always be truthful with brand owners and always follow through with any promises to them.

Ok, now the value props we have used in our business.

PPC Advertising – You can run pay per click advertising campaigns for products on Amazon. If you can tell a brand owner that you are willing to create an ad campaign on Amazon to drive more traffic to their products and brand, that can be huge for you. By working out a real PPC budget, explaining to them the costs involved, and showing them how you will promote their products, you can provide a very valuable service to them. Show examples of your work in the past, and what type of increase is possible (stress possible and that this a long-term building process).

Listing Upgrades – Title, Keywords, Photos, Description, Bullets; These are all opportunities. Do their photos violate Amazon's terms? Is the description vague, poorly written or false? If their Amazon product page is soft or lacks good information that would help it sell better – TELL THEM. Tell them what you would do, show them, and give them something that might show an increase in sales. Our friend Karen Thackston has an ebook called "Amazon Advantage" that teaches you how to be an Amazon product listing expert.

Related SEO Beyond Amazon – Show them you have VALUE beyond the confines of Amazon. If you have experience with SEO, backlinking, etc. Show them examples of your work. Show them about traffic direction.

Featured in a Blog – If you know of an influencer and could get the product featured on a blog, or YouTube channel, this can be huge. Not only does it publicize their product, but can lead to a massive sales increase for you!

Feature Product on Your Retail Website - If you have a retail website. You could offer featured real estate on your site. If you show their product in a sleek setting, with good description and pictures – you are highlighting their product in a very respectable and presentable way.

Feature Product on Your Social Media – If your company has a Social Media page with a real following of people, you could feature their product on your page. This can be a very attractive proposition. This needs to be a company page.

MAP Enforcement – If you have a strategy to help companies identify sellers who are breaking MAP, or

are willing to report them to the manufacturer when it occurs, this can be a huge boon for them. MAPs exist to protect Brick and Mortar interests. They want their Brick & Mortars to be able to maintain healthy operating margins because Brick and Mortar provides real advertisement to customers.

Scheduled Press Releases – If you are good at writing real value pieces and have the means/ability to get articles published, this has a HUGE value. This increases their brand presence and awareness, as well as provides positive press for their products/company. This is HUGE for brand owners.

New Market Advertising – Anytime that you can bring their products to a NEW market, or help them take market share from competition, this provides a real value to them. For example, can you present their products in a manner that appeals to Spanish speaking, Chinese speaking or Japanese speaking population, if they don't already have a market presence? If you can, then explain how you can do that. Write copy that makes your process appealing.

New Marketplace Exposure - If you sell on other marketplaces outside of Amazon, then you could optimize their product on those channels as well. This gives them access to new customer bases, and serves as an opportunity for you to increase sales as well.

Customer Interaction and Follow Up – Do you have a way to interact with your customers that is unique. Can you follow up with them, and find out satisfaction, encourage new buys or sell other products? Customer interaction and satisfaction is big concern for companies. They love to see that you know and interact with your customers beyond simply shipping them an order. It's important to mention that while this is important – you have to stay within Amazon's boundaries while doing so.

Limited Access Amazon Programs – Are you a member of Small & Light, Subscribe & Save, Hazmat or have access to offer them Lightning Deals on their products. If this makes your company unique, it is a value. Look for opportunities to show off what you can do, from even inside the Amazon platform.

These are all great examples of value props, but these aren't the only ones. Remember, it's all about finding anything you can do that can possibly add value. What are your strengths? Find a way to use your strengths to help others. And it's okay if you if you're saying to yourself "all of those examples sound hard" or "I don't think I could offer any of those." To be honest, we have never done most of those examples in house. We outsource most of our value props. In fact, to help you do the same, we have compiled a list of these services in a PDF titled "**TWF Discount Codes - Services We Use.**"

Honestly, the best value you can offer is resourcefulness. Simply find out what a company really needs and look for a way to offer it to them. That brings me to my next point. Here are some important strategies to keep in mind about value props.

1. **Offer what is needed** – It's unnecessary to offer a ton of different services just to impress a brand owner. You should be focusing on offering only the services that they need. Being resourceful and a good problem solver will be the absolute best service that you will be able to offer someone. Early in our career, we struggled and continued to add random things to what we were offering, but we were forgetting a primary piece of the puzzle... Someone only cares

when it is relevant to them. This led to us reducing what we "claimed" to be able to offer, and focusing on addressing specific issues. You have to probe the brand owner and really listen to them when they talk. Do they need help with brand awareness, protection, perception, presentation, or customer service? It's your job to find out which one and be ready with a solution once they're aware of their problem.

2. **Describe your value props in benefits not features** – Features are the services we offer, but we state the benefits of those features in our value props. People don't care about features, they care about benefits. They want to know how your services are going to help them. Let's examine these two statements:

"We offer listing optimization services, where we improve the product description as well as all pictures on the listing."

This is simply stating the features of a service you provide. Compare that to this statement:

"Our company specializes in creating additional sales and improving conversion by enhancing and fully optimizing your product listings."

In this example, we have described the *benefits* that our services provide. We state that can help them create additional sales and improve conversion. This is a wonderful value prop as it tells the brand owner exactly how our services will benefit their brand.

3. **Take action, document and show results** – Remember, value propositions got your foot in the door. We have a saying at our company. Is a vendor a reference or a raving fan? If you want to create a raving fan experience, you have to show them how you did help them. Any time you make a change, you should document it. You should take a screenshot of whatever you are changing both before and after. Then, you should screenshot the sales rank, and continue to check back up on it. When it improves take a screenshot and share your results.

This is a *really* powerful piece of advice. When you pull them in, and show them what you did, the action you took and how it helped them, they will be ecstatic. When that happens, you have created a raving fan, which will help you get even more accounts and products. But remember, only promise a service if you plan on following through.

You should now have a firm grasp on value propositions. You know the things are most important to a brand; brand awareness, protection, perception, presentation, and customer service. When you uncover an issue in one of these departments, you find an opportunity to use your value props to present yourself as a solution to that issue.

It's important to listen to the brand and decipher specifically what's important to them and what they need help with. You also know that it's important to state your value props in terms of benefits and not features. You must communicate to a prospective brand how your services are specifically going to help them; tell them exactly how they'll benefit from having you as a seller. Last, but not least, show them results. Always document your changes and their effects as proof of the value you provide. This is how

you create raving fans that are usually more than happy to be future references.

That wraps it up for this video. For now, don't try to think of specific things you can offer, just focus on getting yourself in the mindset of "I want to provide solutions to the problems my prospects may have." This is one of the real keys to success. Thanks for watching and I'll see you soon.

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