

THE WHOLES LE 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 I am going to show you how we are able to scout a seller's inventory quickly and easily to find great leads.

One frustrating thing about trying to scout leads from a seller's inventory is the way Amazon displays the product links. When you click on a product in a seller’s inventory, Amazon takes you to that seller's offering of the product only. It does not show you the other seller's offerings, and it does not display to you the true, public buy box.

That means whenever you click a product link in their inventory, to see the public version of the listing, you have to delete everything after the ASIN in the URL and then hit enter.

As you can see, this now shows us all the other offerings and the true buy box price.

Because Amazon displays the links this way, it also means when you run Jungle Scout in a seller's inventory, and click the product link, it also displays it this way.

Always altering the URL like this can be a bit annoying and time consuming.

Luckily, we have found a software that not only will scan a seller’s full inventory at once and display the links correctly, it also provides all the information we need to run or 4-point check at a quick glance.

This software is called Tactical Arbitrage Wholesale. Let me show you how it works...

For our scouting purposes, I want to be clear that we have a wholesale membership plan.

At the time of this recording, all TWF students are entitled to a 20% lifetime discount. The way this works is that when you go to sign up for your Tactical Arbitrage Wholesale account, you have the option to enter a discount code. Tac Arb has provided us with unique, one-time use codes that you should have received via email. If you have not yet received your code, please request one by emailing us at dan@thewholesaleformula.com.

After you’ve signed up and created an account, it’s time to log in. First, we have to prove we are not a robot. To do this, we must answer a simple math equation. After we log in, we see the dashboard. From here, we’re going to click “Wholesale Search” in the navigation pane. This opens a dropdown menu and we will click “wholesale search” again.

Now, I know there's a lot going on here, but it's actually pretty easy to use. First, we're going to click on the box that says "Import Manifest" and from this dropdown, we select "Scan Seller Products". When we do that, a new input box pops up here where we will paste a Seller ID. So, I'm going to paste a Seller ID of a seller who fits our Super Targeting criteria. Then, I'm going to click search.

Once I do that, you can see that Tac Arb is now performing a search. After the search is complete, we now click "View Data". We can now analyze each and every product carried by the seller we searched. So, let me walk you through how we view the results. As you can see, there is quite a bit of data here for us to view. Now, these are not the columns that you would see by default after performing your first search. These are the ones we currently review, but you can select whatever data you like.

To edit the columns, click "manage columns". Here, you can show and hide the columns you want to see. At this time, you can pause the video and take a screenshot of our settings, if you'd like to start out using the same configuration. Something you should know here is that you can change the order in which the columns are displayed. You can click and drag them here like this... Or, you can close this window and click and drag them here too. Also, they are sticky which means Tac Arb will remember the order for you future searches. Pretty cool, right?

Now, let's walk through the data that we are interested in.

The "In Stock" column tells us if the item is currently in stock on Amazon. The next column shows us the Amazon Title followed by the Main Product Image. After that we have the main category followed by the brand and the ASIN. Here we have Amazon UPC/EAN, sometimes it can be useful to have to UPC of the product handy. The next column labeled "Buy Box" displays the type of seller that's currently in the buy box whether it's FBA, Merchant Fulfilled, or Amazon.

The next column, "Amazon sells and in stock" is really cool. The results you will see here are "out of stock", "yes", and "never". "Out of stock" means that they have carried it before, but do not currently have any inventory. This could be a product where Amazon is temporarily out of stock or it could be a product they will never carry again. So, just because a product shows up as Amazon is "out of stock", don't rule it out as a potential opportunity. "Yes" obviously means Amazon sells the product and has stock, so that product likely no longer fits our 4-point check. Finally, "never" means Amazon has never carried the product.

The next 2 columns are also very valuable as they will show you the Average price over the past 30 and 90 days. This is great because it allows us to see if the price has been stable. The next column shows us the Amazon net after fees. If you hover your cursor over the green bubble, you can see the breakdown of the fees. Next, we have Amazon in stock 30 days, this lets us know what percentage of the time Amazon was in stock on the product in the last 30 days. After that, we have "New Sellers" which is the number of sellers who have an offer of the product in new condition. What's cool is if we put our cursor on this little box, it will show us how many FBA sellers are considered competitive. Now, what's super important here is that you have to make sure this dropdown at the top labeled "Competitive Range from the Buy Box" is set to 2%. This ensures it's calculating the number of competitive sellers the same way we do.

This Next, we have “Estimated Monthly Sales”. Tactical Arbitrage uses their own algorithm to determine sales per month and it is different than Jungle Scouts. We find that Tactical Arbitrage estimates are generally more conservative than Jungle Scouts. We are fine using Tactical Arbitrages sales per month estimates for initial research on the 4 point check here, but when we do further analysis using the 21 point check system to further qualify and rank leads, we like to use Jungle Scout estimates there because we’ve found them to always be most accurate for our business. You’ll learn more about the 21 point check system in the next video.

Next, we have “Sales Rank” and Average Sales Rank over the past 90 days. The latter let’s us know if the product has a stable rank. I should also mention that Tactical Arbitrages Estimated monthly sales number are based on the 30 day average sales rank and NOT the current sales rank for the product, which is pretty cool.

Lastly, we have one of the most useful columns and that’s the keepa graph for each product. It defaults to view the past 90 days, but you can view up to a full year inside the webapp. You can also click on the graph to view it on keepa.com if you want to see the lifetime view.

Now, let me show you how we filter the products from here for the 4-point check:

We don’t want to see products sold by Amazon, so we go to the Amazon sells and is in stock column and deselect “yes” then click “Apply”. Next, we go to the Amazon Buy Box Price column and apply our next filter. We don’t want to see items that sell for less than \$20, so we apply the filter so that the products we see are \$20 and up. Finally, we want to eliminate any private label products, so we go to the filter under the “New Sellers” column and set it to a minimum of 3 and hit apply.

Now, we can easily scroll through and evaluate leads. Again, by hovering over the green box in the “New Sellers” column, we can see the number of competitive sellers. If we add ourselves as an additional seller, we can then quickly do the math based on the estimated monthly sales to find our estimated monthly sales equity.

Any of the products that fit the 4-point check, go on to the spreadsheet. From there, we can use those products to super target some more. Having all of this valuable data in one place has truly been a game-changer for our business. This allows to find hundreds of lead per day. To get Tactical Arbitrage for yourself as we mentioned earlier...

At the time of this recording, all TWF students are entitled to a 20% lifetime discount. The way this works is that when you go to sign up for your Tactical Arbitrage Wholesale account, you have the option to enter a discount code. Tac Arb has provided us with unique, one-time use codes that you should have received via email. If you have not yet received your code, please request one by emailing us at dan@thewholesaleformula.com.

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.

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