

The Definitive Guide To

GETTING MORE
Wholesale Customers

Brought to you by:



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Chapter 1

Covering The Basics

Welcome to our guide on getting more wholesale customers for your business.

This is a short and snappy ebook designed to get you one thing: RESULTS.

You won't find any fluff or filler here, it's all actionable material.

What this guide will help you with:

1. Exactly where to start
2. How to use each cold contact method properly
3. How to get leads chasing you (instead of the other way around)
4. What to be aware of when approaching retail stores
5. Various other places you can find leads
6. Guidelines on how to execute your plan

So if you are not sure where to even begin, keep reading because this guide is built for you.

If you already have your wholesale program up and running, there's still plenty of value here and you might even end up changing the way you approach getting more customers.

Now that you know what you're in for, let's get started on some prerequisites!

A Good Website

There's a number of prerequisites that you will need to take care of before you attack wholesale customer lead generation with gusto and a good website is the first and foremost on that list.

I'm going to assume you do have a website, but that it might need some tweaking before you start your journey.

Below is a list of important items you need to make time to review.

Is your site professional looking?

Design is an unspoken factor message that you are sending your customers, regardless of whether they are retail customers or wholesale customers.

It's a sub-text that says something about your company. If you have a poorly constructed or visually unappealing website, there's a good chance you're turning people off before they even get into looking at what you offer.

Professional design can get pretty expensive depending on where you live in the world and you do pay a premium for quality.

But I highly encourage you to take a look at your theme and be honest with yourself as to the image you are portraying. Is it less than ideal? If so, you need to do something about it.

High quality design can be purchased

Since I am assuming you are using WooCommerce and therefore your site is based on WordPress, then you're in about as good a position as you can be. Design is something that can be purchased with a professional off the shelf

them and customised or tweaks with the help of an inexpensive freelance web designer.

There are tons of high quality themes on the market that now that you can use and customise easily. Theme developers have put in many hours to ensure that it's simple enough for store owners to do themselves (or with the help of a freelancer).

What you should look for in a theme:

- **Quality look and feel** – one that matches the aesthetic you are going for. Think about what your customers will want to see. This isn't about what you think looks good, it's about what your customers think looks good.
- **WooCommerce compatibility** – make sure the theme is compatible with the latest version of WooCommerce. Bonus points if the theme is centred around running WooCommerce stores.
- **Constantly updated** – both WordPress and WooCommerce are updated very frequently. Ensure your theme is also actively under development.
- **Well supported** – good support is invaluable. Theme and plugin issues arise from time to time and that is normal. Just ensure that the team behind the product is capable and willing to answer questions when the time comes.
- **Positively reviewed** – making sure that the theme has a good sized customer base and that those customers are happy should be part of your research.

With a good design on your site, potential wholesale customers will be more likely to want to do business with you. It really can affect how many people turn from casual visitors into potential high-profit customers.

A Landing Page For Your Wholesale Program

Do you have a special page on your site that explains exactly what it will be like working with you?

Wholesale customers are businesses and as a business they need assurances that you'll be able to deliver and be a reliable partner on which to base their business model.

Without these assurances your leads won't turn into customers.

A landing page that explains all about your wholesale program is essential for the recruiting process.

What should you put on your landing page?

- **Make it benefits focused** – too many people make their landing pages all about themselves saying things like “we’ve been in business of X years” and “hundreds of satisfied customers” are all points about YOU. Your landing page needs to tell potential customers what is in it for THEM.
- **Show them what to expect** – share as much detail as you can about the terms of your program, what a typical transaction process is like, how to order, refund policies, etc. Take the mystery away from these points and it will put them at ease.
- **Close with a strong Call-To-Action** – a landing page is only as strong as it's call-to-action. You need to be very clear about the process and what they need to do next to continue their customer journey.

Pricing & Terms

Lastly, you need to ensure that your wholesale pricing and program terms are completely fleshed out and ready to go.

If you need help with setting wholesale prices for your products the following resource will take you through cost based pricing and value based pricing and figuring out how to apply this to your business.

Resource: <https://wholesalesuiteplugin.com/wholesale-price-vs-retail-price/>

Regarding the terms of your wholesale program this is entirely up to you to set and will largely be dictated by things such as shipping costs, manufacturing costs and other factors.

What I recommend looking at first are the following:

1. **Minimum order thresholds** – do you need to ensure a certain minimum order size?
2. **Shipping terms** – if you can do it, offer free shipping as a bonus for hitting a certain order threshold. If you can't, be very clear about your shipping terms, who you ship with, delivery times, etc.
3. **Returns & refunds policy** – how your company handles product returns and whether a replacement is issued or if there is a refund. You need to specify the correct process is for submitting returns and under what circumstances you accept returns and when refunds are issued.

You can also find many places online that will generate a generic terms sheet which you can modify the wording of to suit your business.

Chapter 2

The First Steps (Don't Skip This)

I want to talk a bit about first steps.

In the beginning you might feel like you need to be everywhere and you'll probably be getting conflicting advice everywhere you look.

My number 1 tip for you in this precious time is to focus.

Focus hard on:

1. Testing a few select ideas
2. Executing hard on what you need to do (don't get distracted)
3. Finding what is working for you

A good marketing strategy is something that is easily explainable and for a wholesale business to grow you really don't need to be everywhere.

You just need to insert yourself where your customers are.

So instead of trying to focus on 10 channels and scaling them all at once, focus on just a handful, or even 1, and make that work for your business.

You really don't need to be on every social network, trying to cover all the content creation mediums, and getting nowhere with it. Just focus.

Doing Things That Don't Scale

In the beginning, you need to do things that don't necessarily make sense to do once you get to a few hundred customers.

This is called "Doing Things That Don't Scale" and it's a core tactic of many startup incubators.

The concept was popularised by Paul Graham of YCombinator (a startup incubator program). The premise is that in order to learn what works you need to make them work.

You can [read his original essay on the topic here](#) but the crux of it is that businesses take off because the founders MAKE them take off.

This happens by being scrappy, doing work manually first, figuring out systems, and just generally trying to do whatever you can to recruit customers individually. It's about going the extra mile, even though you know that this might not necessarily work when you get bigger.

In starting a wholesale business, the same methodology applies and it's a smart move too.

By doing things that aren't going to scale when you get to 100, 500, 1000+ customers in your wholesale program you'll find out what DOES actually work.

You can develop systems to make those things more efficient.

And eventually you can employ other people to do them.

But in the beginning, you should try to do as much of this as you can manually by getting yourself out there and trying and adapting as you go.

A business is build by the hard work that you put in during the early days.

So while your competitors are going around looking at all the tools and techniques and mulling over what to do when they get to 1000 customers and beyond, you can eat their lunch by getting down and dirty and doing things that don't necessarily scale, but will get you the results you need in order to get your wholesale business off the ground.

Making A List Of 100 Companies To Approach

I recommend your first tactic be making a list of 100 ideal businesses that you would like to come customers.

Why 100? Because finding the first 20 for your list will be easy. But finding the other 80 is going to be a challenge and that's where the rubber meets the road.

100 is also just the beginning. But let's work with 100, for now, to make it easy to conceptualise and to give you something to work towards.

What To Track In Your Leads List

Create a new Google Spreadsheet (or Excel document) and title it "Wholesale Leads".

You will need to add a few columns to this spreadsheet to give you the information you need contact them later.

At a minimum I recommend the following column headers:

- Company Name
- Website
- Contact Person
- Phone Number
- Email or Contact Link
- Mailing address
- Estimated Size (1 = small, 5 = huge)
- Revenue Potential (1 = low volume, 5 = high volume)
- Score (the average of the previous two columns)
- Contacted Yet? (Yes/No)
- Notes

The Estimated Size and Revenue Potential columns give you a way to rate the leads. Not all customers are created equal so we want you to focus on the biggest potential winners first, though the aim is to get through them all eventually.

Once you have your 100 leads listed, sort the list by the Score column in descending order which is the average of the Estimated Size and Revenue Potential ratings. This will give you a priority order.

Chapter 3

How To Use Cold Contact To Get Turn Leads Into Customers

You just put dinner on the table and you're sitting down with your family about to put the day behind you and relax when "brrrrrrnnngg... brrrrrrnnngg...".

The phone calls and it's a telemarketer doing a cold call trying to get you to buy something.

This is NOT where you want to end up.

There is a right way and a wrong way to conduct cold contact marketing and most companies get it dead wrong.

In today's age of limited advertising attention the temptation for most is to start getting more aggressive and put the boundaries of what is acceptable as the above cold calling scenario demonstrates.

What you need to do when doing B2B is get smarter about how you are handling cold contact.

Remember, you are contacting other businesses here, and time is precious.

To get attention you need to talk to people at the right time with the right offer and that's where our strategies below come in.

Method #1: Cold Calling

The tried and true method of guerrilla sales is the cold call. It involves *gasp* picking up the phone and talking to the people you just put on your list.

Can it be so easy?

Well truthfully, cold calling can be a bit of an art form to get right. There's a right way and a wrong way to approach it.

Here are my top 3 tips for making cold calling work:

1. Make your calls in the morning

More people are at their freshest in the morning. This includes you and the person who you're calling.

Morning calls before opening time can also help you get past gatekeepers (receptionists and personal assistants).

2. Have a list of talking points, don't use a script

When you write out exactly what you are going to say word for word you're going to sound like a robot.

I suggest using a list of talking points instead. This will give you the freedom to talk more freely and actually respond to what the person is saying while still steering the conversation where you need it to go.

3. Keep your focused on the benefit for them

One mistake a lot of businesses make is talking too much about themselves.

While it's nice to know that you were nominated for such and such award and you have thousands of customers, that information doesn't affect your potential customer in ANY way.

Now if you were to say you can get your goods to them 3x faster than who they are currently ordering from at half the cost. That might make them sit up and pay attention.

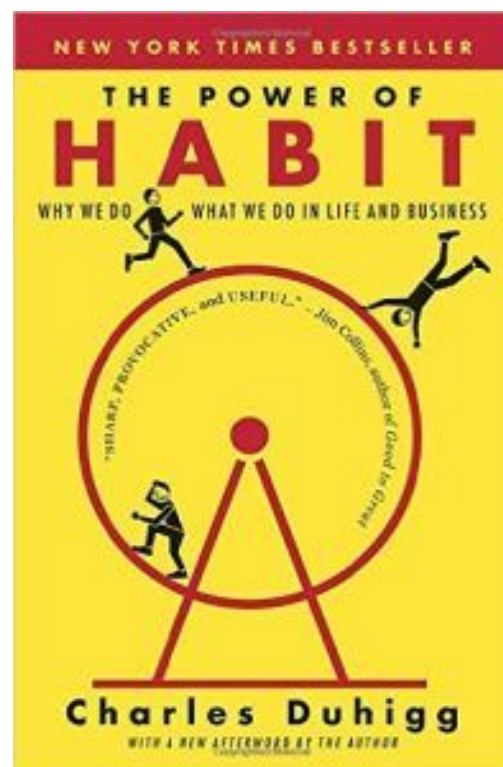
3. Make it habitual and reward yourself

One note about cold calling is that you need to do it with consistency. Rewards will come to those who execute every day.

In his book [“The Power Of Habit”](#) by [Charles Duhig](#), he suggests that the key to forming a new habit is to add a reward to the habit creation cycle.

You do the desired activity at the same time each day, then reward yourself to reinforce the habit.

[Sam Owens](#) knew this too. When he was starting his consulting business he used cold contact to bring a rush of new leads to his business.



He did so by making it a daily habit:

Creating 5-10 cold direct mail pieces immediately followed by conducting follow-up cold calls for previously sent pieces -> Goto the post office to post the mail -> Cross the street to the fancy cafe over the road for a cappuccino and 30-minute break.

The reward at the end of the process reinforces the former activity and over time it becomes a habit. It was through this habitual effort that he started growing his company consistently.

Cold Mailing (Also Called Direct Mail)

Cold mailing (more commonly known as Direct Mail) works in a very similar way to cold calling.

The basic principles are the same: you make a list of prospects, send them some direct mail and watch for the response rate.

Because of its easy nature, the temptation with direct mail is to send a generic mailout to thousands of people at once.

This shotgun approach used to work well. But in today's sophisticated market you need to do put more consideration into how you are going to stand out. I personally believe the future of direct mail is personalization.

Personalization is great for increasing the response rate on direct mail pieces.

If you can go beyond just the "Hi [First_Name]" type of personalization, your prospects will appreciate that you're taking the time to really get to know them.

It shows you have put some serious thought behind why you are contacting them in particular.

Cold Emails

Cold email is a relatively new technique. It works in a similar way to other cold contact methods such as calling or direct mail with a couple of added benefits.

The first benefit of using cold email over other cold contact techniques is that there are many systems out there that will help you automate the process.

Systems like [Ninja Outreach](#), [Prospect.io](#) or [Woodpecker](#) are great for making the first contact. They can also send automatic follow-ups to prospects when they don't respond to the first email.

Using a system like these also allows you to easily monitor the response rate to your campaign.

The second benefit of using cold email is the live feedback loop. What makes direct response marketing so effective is the ability to monitor the response to your campaign. This lets you tweak your campaign and try again for improved performance.

Cold email is particularly effective because the feedback loop can be near instantaneous.

Warming Up Your Leads

To make your cold contact efforts even more effective you can try to “warm up” your leads.

At it's core, this means getting on their radar *somehow*.

How you do this is entirely up to you, but here are a few methods that you can take without too much effort:

1. Follow them on social media
2. Comment on what they put out on their blogs/social accounts a few time before contacting them
3. Make a special effort to share what they are doing with your audiences
4. Send them some non-sales information – something of value
5. Do something noteworthy and make sure they know about it

Chapter 4

How To Use Product Samples To Get Leads Calling You Instead

A common technique of manufacturers all over the world is to send samples out (and a lot of them).

As a wholesale distributor, you can use a similar technique quite effectively. Sending samples can give your direct mail pieces a great means of standing out.

It also gives you the opportunity to create a marketing funnel where your leads can get in contact with you, instead of you chasing the leads all the time.

Once you have this systematized you will start receiving calls like magic.

Getting Started With Samples

As with many of these tactics the key to making it work lies with the work you put into researching your target.

If you haven't already yet, ensure you have created a leads spreadsheet as we described in Chapter 2.

In your leads spreadsheet you should have a column called Score which is the average of two other columns called Estimated Size and Revenue Potentials.

By sorting your list via the Score column in descending order you are essentially ordering your leads by the potential impact on your business.

I recommend only sending your samples and larger direct mail pieces to the ones with the highest impact (Score rating greater than 3.5 or 4 if you have a lot of leads in your list).

Remember, for each sample you send you'll need to recoup that cost in sales somehow. Sending your sample to a prospect of unknown worthiness is a waste of those resources.

What To Send

Along with your sample, need to provide enough information that your lead knows who you are and what to do next.

You should include information about your company, details about the sample itself, a list of other products that you offer and an invitation for them to register as a wholesale customer.

It might also help to include an incentive for them to register.

Another option would be to direct them to a form to receive a demo or consultation call which can be helpful depending on your product.

The important point here is that you need to be very clear about what they need to do next. This is your "call to action" and is what will drive people to make contact with you.

How To Send

One thing that is often overlooked in sample sending is how the sample is being sent to the leads.

Often its just send via normal mail which, while it's the cheapest option, doesn't always create the proper impression.

The image you want to portray is that the contents of your package are important.

So important that maybe the receptionist shouldn't even be the one opening it.

In the ideal scenario you should know exactly who to send to, whether a manager in the purchasing department, a CEO or General Manager.

In a lot of cases, proper addressing can get you past any gate keepers and will avoid your sample ending up in the trash can.

Secondly, send your package via registered post or a reputable courier with a signature required on receipt of the parcel.

That way you not only know the exact moment when they have received it (which can help you know when to follow up later), but you will also add to the air of importance of the package.

Lastly, and depending on what you are sending you might already satisfy this, if you can make your package "lumpy" or odd shaped it can help with open rates of the parcel.

In this day of digital communication, old fashioned mail already gets a good open rate (as long as it's not a bill of course) but having an odd shaped package creates additional intrigue.

Following Up

Direct mail campaigns can get quite expensive if you let them.

The cost of shipping packages all over the country, or worse, internationally, adds up very quickly.

That's why to get the maximum effectiveness out of your campaign you absolutely have to follow up with a phone call.

This is both check if they received the sample and to introduce yourself and ask if they would like to place an order.

Directly asking like this can be daunting for some, but without asking, you will never know. It's only by asking for the sale that you can uncover any objections and find out what might be holding them back.

While sending samples is a numbers game, you can dramatically increase your odds of winning by following the above tips.

Chapter 5

Approaching Retail Stores

Learning how to approach retail stores to sell your product is a great skill for wholesale distributors to have in their toolbelt.

Whether you sell your products primarily online or if you just want to expand your reach, selling to retailers is a fantastic way to boost revenue, create brand awareness and build the kind of network connections that you need to be successful growing a wholesale distribution business.

Getting your products into the retail sector via traditional retailers can be a fantastic growth strategy.

It can also do wonders for your product, your business processes and also for the health of your business as a whole.

- Selling to retail stores forces you to get more serious about packaging
- It highlights how important it is to have proper profit margins on your products
- It means your shipping and logistics processes needs to be rock solid
- And; you must have a plan to handle extremely large volumes if required

Why Are Retail Stores Different Than Other Wholesale Customers?

There are a number of key differences between retailers and other non-retail wholesale customers:

1. Retail stores have bigger overheads due to costs like rent, sales staff, fixtures, signage, furnishings, and more
2. The cost to start a retail store is at least 5-10x higher than online-only retailers
3. Retail stores generally hold more stock on hand
4. The larger the retail chain the more organised their procurement will be
5. Product appearance is very important
6. The margins are thinner
7. Foot traffic and profit per square meter are important figures to monitor in retail stores

So how do these factors affect how to sell your wholesale goods to these businesses?

By looking at their differences you begin to understand how selling to retailers can be a whole different ballgame than selling to other businesses with lower overheads and complexity.

The retail model, while it looks simple on paper, is full of hidden costs that affect how much they can afford to pay for goods and what kinds of markups they're looking for in a retail situation.

What Do Retail Stores Focus On?

The main focus for retail stores is maximising their foot traffic, aka bringing customers in the door.

They do this primarily by:

- Store positioning (which is why choosing a good location is so important)
- Running sales
- Stocking desirable product lines
- Reward programs

When a retail store succeeds in bringing enough foot traffic in the door, the profit usually follows.

How To Approach Retail Stores

As mentioned, selling wholesale to retailers is a great way to bring brand awareness and skyrocket your growth. Learning how to approach retail stores to sell your product is an important step to doing that.

We recently published a huge guide on wholesale marketing strategies wholesale distributors can use to attract customers, get orders and increase sales.

When selling wholesale to retailers the principles are the same, but I'm going to go through a few interesting techniques with you that are specifically tailored for talking with retail stores.

There are 3 primary ways to approach a retail store:

1. In-person
2. Head office meetings
3. Direct mail

In Chapter 2, we recommended starting by creating a list of 100 ideal customers. These would be the stores that you'd just love to get your product into.

The first 20 will be easy to come up with, but after getting the next 80 into your list will be a challenge and you'll need to enter research mode to find the retail stores that will fit the criteria that you're after.

Once you have your list, it's time to execute.

1. In-Person: Demonstrate & Sell

If you want to be a hands-on business owner you definitely need to consider actually visiting the retail stores that you are trying to recruit as customers.

In-person visits have a number of benefits:

- You can demonstrate the product
- They can feel the product and use it
- People find it harder to say no when you're standing right there

Being able to demonstrate your product to a store owner means they get to feel the product, see it in action, hear about how it can help them and their customers and you can answer any questions and objections straight away.

Later I'll discuss exactly how to pitch your product to a store, step by step.

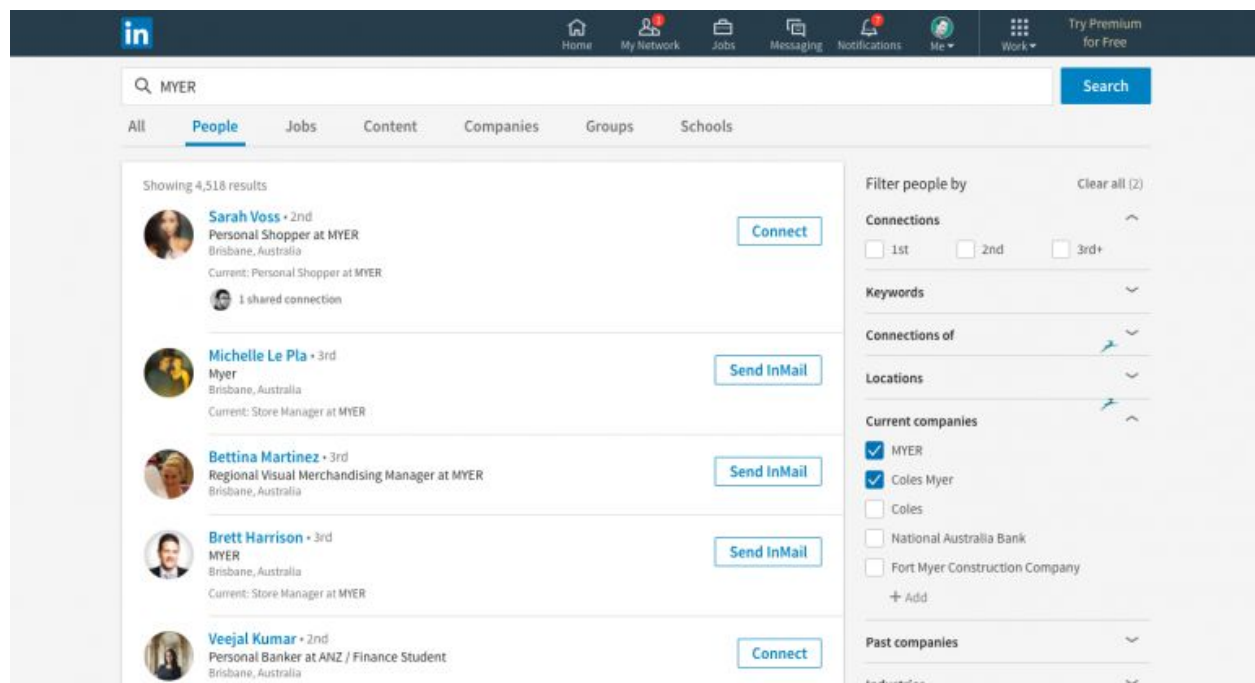
2. Head Office: The Top-Down Approach

For large groups of retail stores or retail chains, you will need to approach the head office of the group directly. Often these chains will have group procurement, so it's a matter of finding out how their internal structure is set up and who you would need to talk to.

Getting in touch with the right people might be tricky, but you can often start at the store level by talking to a store manager and asking lots of questions. 9 times out of 10, you will get the details you need directly from them.

If it's proving tricky, you can use LinkedIn as a tool for locating the exact person you should be speaking to.

Simply go to the LinkedIn homepage and search for the company group by name and you can click on the People tab in the search results:



The screenshot shows the LinkedIn search interface for the company 'MYER'. The search bar at the top contains 'MYER' and a 'Search' button. Below the search bar, the 'People' tab is selected, showing 4,518 results. The results list includes:

- Sarah Voss** • 2nd
Personal Shopper at MYER
Brisbane, Australia
Current: Personal Shopper at MYER
1 shared connection
- Michelle Le Pla** • 3rd
Myer
Brisbane, Australia
Current: Store Manager at MYER
- Bettina Martinez** • 3rd
Regional Visual Merchandising Manager at MYER
Brisbane, Australia
- Brett Harrison** • 3rd
MYER
Brisbane, Australia
Current: Store Manager at MYER
- Veejal Kumar** • 2nd
Personal Banker at ANZ / Finance Student
Brisbane, Australia

On the right side, there is a 'Filter people by' sidebar with the following options:

- Connections:** 1st, 2nd, 3rd+ (all unchecked)
- Keywords:** (dropdown)
- Connections of:** (dropdown)
- Locations:** (dropdown)
- Current companies:** MYER (checked), Coles Myer (checked), Coles (unchecked), National Australia Bank (unchecked), Fort Myer Construction Company (unchecked), + Add
- Past companies:** (dropdown)
- Industries:** (dropdown)

If you're not sure what the group company is called they often list it in the footer on the retail store's website. You can then plug that company name into LinkedIn and find the connections you need.

Conducting research like this is really important because you need to be sure are talking to the decision makers.

Schedule appointments ahead of time and make sure you are well prepared for the meeting. Take along products for demonstration and free samples and give them everything they need to know to make a decision.

If you're having trouble closing the deal you can try a "puppy dog close". A puppy dog close is named after the method some pet stores use for selling dogs, "Just take it home with you for the weekend and see what you think!".

Adapt the puppy dog close and propose a trial with a few stores to see how it goes. You can even offer free shipping or extra units to make it as risk-free as possible.

3. Direct Mail: Write An Introduction Letter To Retail Buyers

Using direct mail is a scalable way you can attract retail stores as wholesale customers as we've already discussed.

Manufacturers have used the free sample approach to distributors for years and you can adapt it to your level as well. By sending a free sample you are giving them something tactile that they can feel and use which is better than just looking at pictures and videos.

When accompanied by a written introduction letter to retail buyers that is personalised to them, it can be a very powerful way to generate leads at scale.

If you are going to use direct mail with retail buyers, re-read Chapter 4 and adapt to your situation. The summary for making direct mail successful for your business is to follow these three rules:

1. Research & personalise – direct mail works best when you personalise it to the recipient
2. Send daily – consistency is key if you want lead flow
3. Follow-up – always follow up with a phone call a few days after you know the parcel was delivered

How To Pitch Your Product To A Store

Unless you're an experienced sales rep, knowing exactly how to pitch your product to a store might seem a bit daunting. And, to be honest, it's probably going to be something you learn on the job with practice.

Knowing the right way to pitch your product to a store will give you a leg up if you don't know how to do face to face sales, and if you do know how to sell, the following will serve as a refresher and help you formulate your plan.

1. Get in the door

The first step is actually getting in the door. We detailed above how to approach retail stores to sell your product.

If you are pitching your product by doing face to face sales then the result of that process should be you scheduling times to go and visit them.

Here are a few extra tips that will help you schedule more meetings:

- Be proactive and suggest 2-3 potential dates and times to eliminate needless back and forth – “I’ll be visiting over your way soon – does [X] at [Y] time or [A] at [B] time work for you? If not let me know your schedule for next week.”
- Use a calendar scheduling app such as [Calendly](#) or [Doodle](#)
- Tell them you’re in the area (even if you’re not)

2. Conduct a great product demonstration

Demonstrating a product is incredibly powerful. Inc.com put together a great article on [how to give a great product demo](#).

I recommend you read the full article but here are the important highlights:

1. **Customise your demonstration to them** – every customer is different so do your research
2. **Tell a story** – people relate better if you involve the product in a story
3. **Rehearse** – good sales reps prepare and rehearse the delivery multiple times
4. **Test everything beforehand** – if your product has the possibility of breaking down, make sure you test it’s all working before you walk in the door
5. **Close the deal** – asking is something a lot of people forget to do, the best time to ask for the sale is right after the demo

3. Use a product sell sheet

What is a product sell sheet? It’s a single piece of paper that tells your customer key benefits of the product along with details on how to order.

A product sell sheet should clearly and concisely explain your product and its purpose.

Keep It Benefits Focused

I recommend you keep your sell sheet “benefits focused”, which just means tell the person what benefits your products give customers rather than just listing the facts and features of your product.

The heading of your product sell sheet should likewise focus on the key benefit, eg. if you had a cream that treats plantar warts your headline could be: “Scientifically proven to get rid of plantar warts in 3 weeks or less”.

Break Up The Text

The temptation is to just write as much as you can to fit into your sell sheet.

Instead, I recommend you use bullet points, shorter paragraphs, subheads, customer quotes and call out sections to break up the text and give some life to your design.

Call To Action

Now is your time to ask for the sale – don’t be shy – above average sales people *always* ask for the sale.

If you aren’t specifically asking people to order your product you’ll be missing your opportunity. This is exactly what your product sell sheet is for.

Make a special call out box just for your call to action. It should draw the eye immediately. Make it another colour, bold the text, give it space, whatever you have to do to draw the eye.

4. In-person or not?

As I mentioned briefly earlier, if your product is physical then demonstrating is a very wise move. Doing it remotely might even be impossible.

You can send samples and literature but closing the sale via in-person demonstration is always going to be more effective.

Products such as software, however, lend themselves to remote demonstration quite easily. It's definitely worth exploring remote if you can make it work. This is the case especially if your customers are spread across large geographic locations.

Once you are more established and you have retailers coming to you instead of the other way around, you might be able to reduce the number of in-person meetings you need to do and/or hire someone to focus on them for you.

Chapter 6

Other Places To Find Wholesale Customers

Intro paragraph

Identifying Wholesale Customers In Your Current List

A great way to kick-start your wholesale distribution would be to see if you have any existing customers that might qualify for wholesale status.

If you're able, export the orders from your store into a CSV file, then open it up in Excel or Google Spreadsheets to inspect the list.

There are a number of red flags that you want to look out for:

- Customers that have provided a company name while ordering
- Customers that have ordered larger quantities
- Customers that have ordered multiple times over the last 12 months

If you find any matches, do some research on them and, if it makes sense, reach out with a friendly email to clarify their situation.

Attend Relevant Tradeshows & Meetups

While tradeshows are not relevant for all industries, you'd be surprised how many niche tradeshows there are. Beyond that, there are also hundreds of smaller meetups where your prospective customers might attend.

Tradeshows are great for spreading awareness of your company and your products. Be proactive in attracting people into your booth by using games, free samples and inviting them to try your products.

Make sure you collect contact information for as many attendees as you can.

Because the cost of having a booth at a tradeshow is so high, it's super important to follow up every single lead.

Finally, the other indirect benefit of attending tradeshows is that you can also get to meet other business owners.

You never know where things might lead – often little conversations can turn into referrals, business ideas, and other positive results.

Profile Your Existing Wholesale Customers

Do you already have a few existing wholesale customers? Profiling them to find more just like them is an excellent place to start.

What is it about your existing customers that makes them good wholesale customers?

- How big is their business?
- What is their industry vertical?

- What geographical area do they serve?
- What other products do they sell?
- Do they have a physical store? Is it in a complex, strip mall, a department store?

Getting specific about the characteristics of your existing wholesale customers can help you narrow down and identify others who match the same profile.

Add Yourself To Industry Directories As A Supplier

Industry directories can be a great way to allow the customers to find you.

Here are a few of the larger more popular business supplier directories you can be listed in:

- [ThomasNet](#)
- [Kompass](#)
- [MasterSeek](#)

The easiest way to find relevant directories is by Googling the phrase “industry directory [your niche here]”.

I encourage you to list yourself in the smaller, more niche directories for your industry as the larger ones can make you a small drop in a big ocean of companies.

You can also ask to be listed on the websites of any manufacturers that you utilize too.

Conclusion

Plan & Execute

Marketing plans don't have to be stuffy complicated documents. In fact, the best ones are those you can write down in a page or so.

If it's easy to explain, it's generally going to be easier to execute.

The sad truth is that most people follow the uncooked spaghetti approach to marketing: they throw a bunch of tactics at the wall and see what sticks.

This is exactly what I *don't* want you to do.

One of the greatest insights I have come across in recent times came from entrepreneur Noah Kagan who recently wrote about lessons he learned growing an 8-figure business:

"When something works do more of it.

At the same, you need to aggressively cut the things that aren't working.

There's nothing wrong with experimenting and trying new channels. But you need to know when to stop. Be ruthless."

- Noah Kagan, OkDork.com

What I really want you to take away from this ebook is:

YUe all the tactics you like, but, focus hard on the ones that are working and don't be afraid to cut the non-performers.

In other words, plan to test lots of things, but as soon as you find things that are working, double down on them.

We hope you enjoyed this ebook!

It was brought to you by the folks at Wholesale Suite.



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