

Blue Sky Wholesale Talking Points

(For Trade Shows or Phone and E-Mail Conversations)

Be honest. Be friendly.
Build a relationship.



What is your minimum order?

You may want to buy in small quantities initially to test a product then build your quantities as you sell more and feel more confident. Minimum order quantities on subsequent orders may be different from the opening order.

What are your lead times?

How long will it take for the product to reach you? Confirm whether '2-4' means days, weeks or months! Find out options to improve shipping speed if the product is seasonal.

What are your prices? Can I get a volume discount and if so, what are the price breaks?

Prices may go up and down and be different for different 'levels' of customer. Find out whether prices are likely to change and whether you can get discounts for ordering volume. If so, determine where the breaks are (100 units, 150 units etc. so you can strategize your buying.)

Can I get credit terms?

Find out what the supplier needs to open a credit account for you if you want it. They may require references. This is expressed as 'Net 30' 'Net 60' etc. (meaning you pay in 30 or 60 days.) If you do not want credit, ask if there is a discount for up-front payment.

What paperwork will you need?

A wholesaler may ask for your EIN number (available free from the IRS). They may also want your reseller permit number (state dependent) and require a business bank account for payment.

How do you ship?

Check their shipping method and ask if there are any free shipping deals. Sometimes these are offered specially for trade shows.

How do returns work?

Some suppliers may allow you to return unsold stock. There will likely be a restocking fee. (May be 10%-25% of the inventory cost.)

You know I sell online... and on Amazon?

Wholesalers may want to see your website if you tell them you sell online. Have a simple one made in Shopify or Weebly. Be honest about selling on Amazon but frame it positively. Emphasise your understanding and respect for MAP (Minimum Advertised Pricing). Suppliers are concerned you might erode their price so reassure them.

Let's work together. Let's get innovative.

Suggest customisation and bundles as a solution to maintain price. Ask if there is any possibility of entering into an exclusive relationship on this product such as being the sole authorized seller on Amazon. Talk about other platforms that they may not have considered (Facebook? Pinterest?) Suggest how you can help build their brand. Offer ad campaigns or other promotions that will be a win-win for both of you.

Images and description

Ask if you can use their images and descriptions for promotional purposes. They may be able to provide you with high quality images.

Samples

Find out if samples are available of the products you are interested in. Check the quality and condition of the product.

Customization/White Label

Do you have permission to brand this product? Is the supplier prepared to send you blank products for you to brand? Are they able to create the packaging or add labeling for you?

Pre-Show Checklist:

- Business Cards
- Reseller Permit
- EIN
- Website
- Business Bank Account

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