

Script

Hello,

My name is (XYZ) and I am the owner of an online retail business and I am interested in working with your company. (Here you can put a lot of variations)

My name (XYZ) and I am a sales manager from (XYZ) company and we are interested to do business with your company

Now comes to the point.

I was looking through your website and it is so easy to navigate compared to Other's I've seen

Does your company work with online sellers?

"Yes"

If the answer is YES, Then you need to ask them few professional questions

Questions Needs to Be Asked?

Do you ship directly to Amazon's fulfillment centers too other than private warehouse?

-What is your MOQ or MOA? (Minimum Order Quatity and Minimum Order Amount)

Can we Test with small orders?

-Are you an authorized distributor of the brands? (If you are calling a distributor other than brands)

-Do your invoices work for ungating. (That's very important - If they say NO, they might be not authorized distributor

Do you have an inventory list containing price and upc codes. (To Scan the list)

-Volume pricing or price tiers.

Do you only sell NEW products.

- Do you work directly with this brand. (NO B2B2B Only B2B)

Do you primarily work with B2B or Amazon Sellers

- How many amazon sellers do you work with? (Optional You can ask)

If the supplier tells you they DO NOT work with online sellers/amazon sellers, ask them why not and address their pain point.

Example: Their pain point is inexperienced sellers Killing the price, you can assure them of your experience and that will not be dropping the price because you understand how fluctuation in price can affect the brand reputation.

If they still hesitate then you can use these lines.

This can be:

Explaining how they will minimize risk by adding you as a seller if the supplier is the only one on the listing because if they get suspended their sales stop entirely.

Or this is where you can offer PPC or optimizing the listing. Or how you will be selling the product on multiple reputable marketplaces to increase sales number.

Telling them that you can remove un-authorized sellers on the listing which are selling without permission. This works best for some brands.

You can also offer to sign a MAP Agreement, putting them at ease that the price will not be going down.

If None of them works you can use other strong punch lines such as weak points in their listings

: 1 none of the sellers is providing them value, killing price etc

2. They are not responding to the listing questions

3. They are not working of the brand presence.

4. They are not removing or taking care of negative reviews on the listings

5. They are not helping the title, descriptions on images optimizations.

6. They are not running any paid ads to grow overall presence of the brand.

These are the points which you need to add in order to get accounts from them.