

SPECIAL REPORT

HOW TO BUY

PRACTICALLY ANYTHING AT WHOLESALE

AFTER You've Already Sold It, and
Keep ALL The Profit, without EVER
Touching The Merchandise.

E Z R A F I R E S T O N E

Legal Disclaimer

Every effort has been made to accurately represent this product and its potential. Even though this industry is one of the few where one can write their own check in terms of earnings, there is no guarantee that you will earn any money using the techniques and ideas in these materials. Examples in these materials are not to be interpreted as a promise or guarantee of earnings. Earning potential is entirely dependent on the person using our product, ideas and techniques. We do not purport this as a "get rich scheme."

Any claims made of actual earnings or examples of actual results can be verified upon request. Your level of success in attaining the results claimed in our materials depends on the time you devote to the program, ideas and techniques mentioned, your finances, knowledge and various skills. Since these factors differ according to individuals, we cannot guarantee your success or income level. Nor are we responsible for any of your actions.

Materials in our product and our website may contain information that includes or is based upon forward-looking statements within the meaning of the securities litigation reform act of 1995. Forward-looking statements give our expectations or forecasts of future events. You can identify these statements by the fact that they do not relate strictly to historical or current facts. They use words such as "anticipate," "estimate," "expect," "project," "intend," "plan," "believe," and other words and terms of similar meaning in connection with a description of potential earnings or financial performance.

Any and all forward looking statements here or on any of our sales material are intended to express our opinion of earnings potential. Many factors will be important in determining your actual results and no guarantees are made that you will achieve results similar to ours or anybody else's, in fact no guarantees are made that you will achieve any results from our ideas and techniques in our material.

Copyright © 2013 by Digital Marketer

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic, or mechanical, including photocopying, recording, or by any information storage and retrieval system.

Digital Marketer
4330 Gaines Ranch Loop Suite 120
Austin, Tx 78735

Visit us on the web: <http://www.DigitalMarketer.com>
E-Mail: support@digitalmarketer.com

The 'Wholesale Only' Report

How To Buy Practically ANYTHING at Below Wholesale Prices, AFTER You've Already Sold It, and Keep ALL The Profit Without EVER Touching the Merchandise.

By Ezra Firestone

Master the “Buy Side”

In the brown box business, the money is made on the “buy side” rather than the “sell side.” Many people mistakenly believe that their leverage comes from how many customers they generate, or what prices they charge for their products.

Yeah, these are important factors. But, what you really need to master are these two things:

- 1. Where you get your products – your supplier**
- 2. The price(s) you negotiate with your supplier**

Mastering the buy side—your relationships with your suppliers—is what sets you up for making the most of each of your transactions. If you can get products for a lower price than your competitors, you’re going to make more profit-per-order, and, in turn, have an easier time competing in your chosen market.

So, how do you do it? We’ll get there in a bit, but first let me give you those **five secret words** that I mentioned at the end of my Brown Box Report. Here they are:

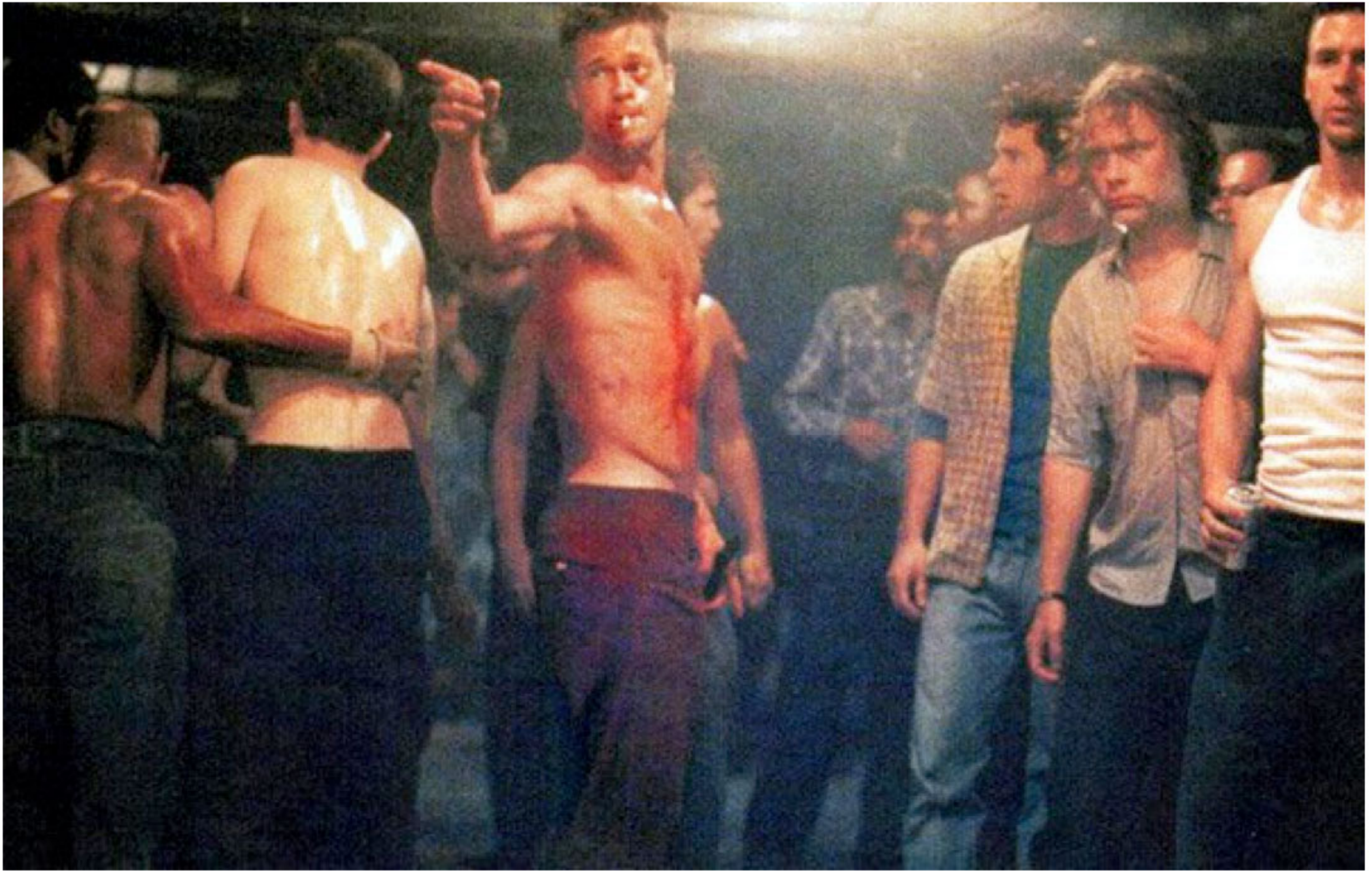
How Can I Help YOU?

Now I realize these five words may seem counter-intuitive ... but believe me, when you approach each interaction with your suppliers using this “what can I do for YOU” mentality, you build that important trust with them MUCH more efficiently ... and THAT is what leads to a solid business relationship AND those rock-bottom prices.

Now, let’s cover HOW to find products to sell. We will cover how to find a market in my Market Criteria Checklist (coming your way soon), so the next step is to find a supplier (or suppliers) within your chosen market.

It’s actually pretty easy, but first here’s how NOT to do it ...

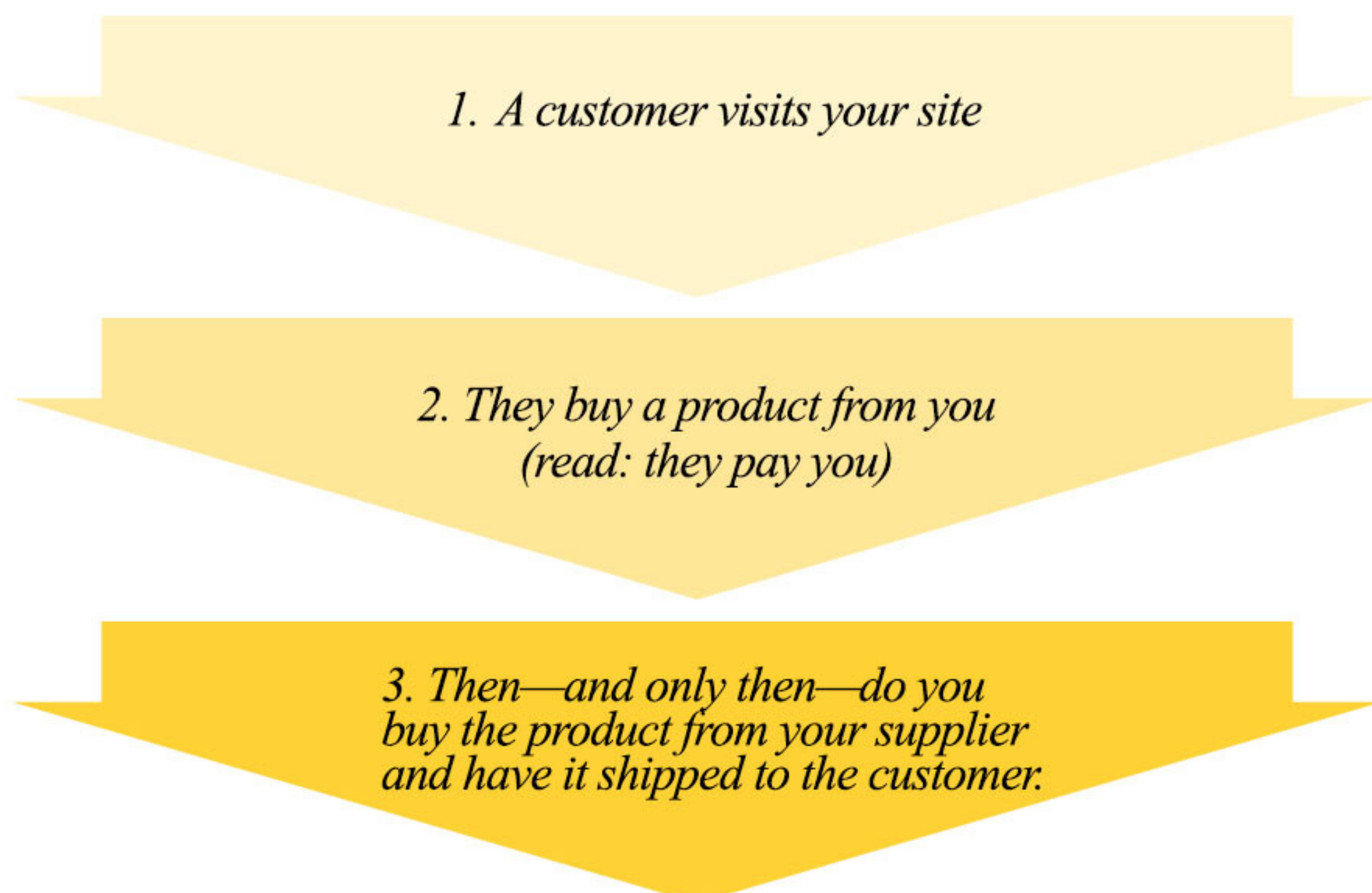
THE FIRST RULE OF THE BROWN BOX BUSINESS



Don't talk about the brown box business. (I'm joking, Tyler Durden... sorta.) The first rule of the brown box business is:

Never pay for your products before you've sold them.

Unlike most other business models, in this one you pay for the products **AFTER** you've sold them. It goes like this:



In other words, **your customers buy your products for you.**

And there should be no other costs, either. Perhaps the most important part of Rule #1 is: **Never pay a monthly fee to be a part of a program.**

Beware of companies like www.Doba.com and wholesale2b.com that appear to be manufacturers, but are actually middle-men companies, also known as **big box wholesalers.**

Avoid these like the plague!

Why? Because they are not the actual manufacturers of the products they sell. They are simply big wholesale companies trying to be seen and used as suppliers by e-commerce store owners.

If any prospective supplier wants you to pay a monthly fee to re-tail their products, **RUN** – do not walk – the other way, as it's a sure sign they are middle-men in manufacturer's clothing.

Remember, if they were legit manufacturers, they would be making margins on the products, not on monthly fees.

(But, let's not get ahead of ourselves. More about this when we discuss Rule #3.)

Some suppliers will charge a "per-order fee." For example, a supplier may charge you a few dollars per order for things like packaging supplies and the time it takes to pack and mail the order for you.

This is fine because you are being charged a fixed amount on a per-order basis and can thus adjust the prices you charge your customers to account for it.

In rare cases, suppliers will charge a small monthly fee **ONLY** if you fail to sell a certain amount of their product each month. This is also okay. By incentivizing retailers to sell their products, they weed out non-serious folks, and free up their employees to better serve their serious retailers (read: you).

KEEP IN MIND: You might end up paying the fee a few times in the early stages. That's to be expected. But, if you're doing it right, after your business is up and running, you'll be selling enough to avoid the fee.

The bottom line here is to avoid any situation that involves a static monthly fee, or makes you pay for products before you've sold them.

Get it. Got it? Good. Let's move on.

THE SECOND RULE OF THE BROWN BOX BUSINESS

Directories? You don't need no stinkin' directories...



All right, enough with the movie jokes. But seriously, you do not need to use directories to find suppliers. I'm not fond of directories for several reasons:

They are not complete and comprehensive. It would be near IMPOSSIBLE to build a directory with every supplier in every market – it just can't be done.

They are not up-to-date. New suppliers are popping up all the time. If you rely on a directory, you will likely miss out on the best (and least expensive) selection of products in your market.

They cost money. Why would you pay for the incomplete and out-of-date data directory when you can find better suppliers for free in your marketplace?

***NOTE:** If you're really set on searching through a directory, the only one I've ever used successfully is WorldWideBrands.com, formerly the **Dropship Source Directory**. It is far better than the rest, but it is by no means a sure bet for finding a good supplier in your marketplace, and it does not escape the inherent problems with directories that I listed above.*

THE THIRD RULE OF THE BROWN BOX BUSINESS

Avoid big box wholesalers at all costs!



I mentioned this earlier in Rule #1, but it's important, so let's cover it again, and in more detail.

Know this – **wholesalers are not the same as manufacturers**, and you should not build your business using a big box wholesaler as your supplier!

Big box wholesalers are designed to make money off of people like you. They will charge you monthly fees and gouge you on the prices of products. On top of that, they are unable to provide an adequate level of support and knowledge of their product lines, due to the massive quantity of products they warehouse.

Also, they are simply too big and broad to have customer service with in-depth knowledge of each of their hundreds of thousands of products, across hundreds of verticals.

Here's a list the big box wholesalers I'm most commonly asked about. Avoid all of these:

Doba.com
SaleHoo.com
DropshipDesign.com
Shopster.com
InventorySource.com
Wholesale2b.com
HieNote.com
Dropshippers.com
Dropship.com
Simplx.com
ProductSourcing.com



Also beware of using Google to find a dropshipper. If a company is working to show up for “(Your Keyword) dropshipper,” chances are they are either a big box wholesaler or someone trying to sell you access to a directory.

Don't fall for it.

SO, WHAT IS THE SECRET SAUCE?

Now that we've covered what **not** to do, let's get into what you **should** do to find a supplier. It's simple, really:

Work directly with the manufacturers of the products you want to sell.

Once you find them, they will most likely be happy to work with you. As manufacturers notice an upward trend in online sales, they become increasingly willing to dropship for online retailers. They don't want to ignore a quickly growing segment of their market!

So, how do you find the manufacturers in your marketplace? Quite honestly, this is the main barrier that scares people away from e-commerce, but it doesn't need to be that way! It does require some work and some digging, but the results far outweigh the effort.

If you stick with it, you will be rewarded with a solid foundation for your business. It's not that difficult, and if you don't believe me, I'll prove it.

Here is my tried and true method to make it even easier:

1. Identify the brands of the products you want to sell

The best source of this information is your competition. Go to your competitors' sites and look around. Often, they will list the brands of the products they sell right on the product pages. Sometimes a site will even have a "shop by brand" option in the left navigation. Make a list of all the brands you can find. Check out several of your competitors' sites to make sure you have a comprehensive list.

2. Go undercover as a customer

Call the phone number on your competitors' sites as a prospective customer. Ask, "Do you ship directly from your own warehouse, or do you ship from the manufacturer?" Most of the time the customer service representative will know this and happily share this with you. If they tell you they ship from the manufacturer, you know they dropship.

If, for some reason, your competitor will not share that information with you, it's okay. You've still discovered the brand names of the products in your marketplace. You can take that information and use it to get in contact with the brands.

This is where Google comes in handy. Search each brand on your list. Most of the time the brands will have a website—often it is an old, busted site—but that doesn't matter. Search through the site and add their phone number, email address, and Web address next to their name on your list. Do this with every brand on your list.

3. Make contact

Once you have filled in your manufacturer list with all pertinent information, it's time to make contact, so clear your throat, sit up tall, and get your phone voice ready!

It is always preferable to communicate with your potential suppliers on the phone rather than by email. When you have a call with someone, you get a much better sense of who they are—and they you.

This is your chance to make a strong impression, and show your suppliers that you are confident, professional, and someone they should do business with. Most manufacturers' websites will list phone numbers, so only use email for this step if you absolutely have no choice.

It is much easier to communicate with confidence if you're not worried about what you're going to say. To make this simple, I've created scripts to help you start the dropship conversation via phone and email.

I developed these scripts based on my experience of what assurances suppliers need in order to feel like working with me is a good decision. They are what I use, and they work incredibly well.

Let's start with the phone script:

"Hi, my name is _____, and I'm the buyer for my company, _____. We are an online retailer of physical products, and we're moving into the _____ market. We would love to add your products to our website. Who would be the appropriate person to talk to about setting up a dropship/wholesale relationship?"

At this point, they will put you in touch with the appropriate person, who will likely ask you several questions about your company and your intentions for selling their products. Be confident, know what you're talking about, and most importantly, be honest.

You are looking for this to be the beginning of a long and solid business relationship, so start it out on the right foot.

You may have noticed I included the term “wholesale” in the script. This is because when you begin to do significant volume, you will likely want to buy your best sellers in bulk (even if your “warehouse” ends up being your garage).

Telling your suppliers you intend to market their products aggressively enough to warrant buying in bulk lets them know you are serious about your store, and serious about selling their products.

It's also a good idea to make your suppliers feel “special.” Tell them that you really like their product line and that you are excited about carrying it in your store. Then, mention that you market your store via SEO, PPC, Amazon, shopping channels, etc., and that you can't wait to add their products to all these channels.

***NOTE:** If possible within your marketing plans, you might even want to mention how you can offer your customers exclusive deals around their products, and/or make them featured items.*

Don't be afraid to add in a few things about yourself and your past business successes. It's okay to brag (just a little bit) – remember, it's not boasting if you can back it up.

The goal is to show them that you know what you are doing! Be positive, be confident, and be truthful, and you'll be fine.

If you MUST email...

Let's move on to the email script. Unlike a phone conversation, keep your emails very short and very simple:

"Hi, my name is _____, and I am the buyer for my company, _____. We'd love to add your line to our store. Is there someone I can talk to about setting everything up? Thanks."

From here, the dropship manager will either call you or respond via email asking for a little more about your company. If the latter is the case, respond with this script:

"Hi _____. Thank you for the reply.

We are located in _____. We are an online and warehouse retailer. When we move into new verticals we start out with e-commerce. If we have success online, we then roll those products into warehouses.

So, our goal is to find manufacturers with great products and set up a dropship relationship to start. If things go well, we then roll that into a wholesale relationship.

Please let me know if you need any more information from me. I look forward to working with you."

Long emails can be overwhelming, so keep it brief and to-the-point. Remember, the goal is to get the supplier on the phone so you can set up the dropship relationship and get started selling products.

A FEW THINGS TO KEEP IN MIND:

1. You are looking to work with between 2-4 suppliers, depending on your market. In some markets, you may only need one. However, with one supplier your eggs are all in one basket, so make sure your supplier is solid. If they go under, you will be left scrambling to replace them. While that is unlikely, especially if they are a big player in your market, it is always a good idea to have a backup plan.

2. If the initial prices a supplier offers is higher than you expected, don't flip out! Remember that you get to set the price for your products on your site. Within each marketplace there is a 10-15% range in the price of each product being sold. You can set your price on the higher side of that range and still make sales if you provide other benefits for your customers, like excellent customer service and an easy to use site. (I'll cover strategies for negotiating lower prices from your supplier in the next section.)

3. Implement cross-sells on applicable products. A cross-sell is an item that you sell to go along with your products. It is usually of lesser value than main product. If you sell electronics, your cross-sell could be batteries; if you sell items often given as gifts, your cross-sell could be gift wrapping. When done properly, it is not unusual for cross-sells to get a take rate of 40-70%. That's a huge revenue boost!

4. Bundle products to encourage bigger purchases. If you suggest products that go well together, your customers will often end up buying more than they would have otherwise. You can sell them together on your site as a kit or bundle at a small discount. People love to feel like they are getting a special deal, so if you incentivize buying a few items at a time by bundling them together, you will end up selling two or three products to a customer who otherwise may have only bought one. You can feature the kit at the top of your section pages to make it stand out even more.



NEGOTIATION:

Once you've gotten a supplier to agree to dropship for you, there are still a few important details to sort out, such as preferred pricing. **There is an art to getting the best deal from your supplier, and it takes some patience and finesse.**

It can be tempting to come on strong and demand lower prices, but this is not a good strategy. You must earn preferred pricing from your supplier by proving you are a good enough retailer to warrant special treatment.

The best thing you can do to get the lowest pricing in the long run is to NOT negotiate ... at least, not at first. Follow these steps:

1. Take the pricing your supplier initially offers

Be happy to have products to sell, friend! Focus on building a positive relationship with your supplier as you get your store up and running. Prove yourself by being a trustworthy and amicable customer.

2. Prove your worth, then begin to negotiate

After you've established a positive working relationship with your supplier, and have been successfully selling products for at least 30 days, you can begin to negotiate a better deal. Initially, your supplier will require you to pay via credit card for all orders before they ship them out to your customers.

Ask for terms of Net 30, which means your supplier will charge you for all orders at the end of each 30-day period. This frees up cash flow for things like advertising and investing in your store. Most suppliers will be happy to grant you Net 30 after you have proven yourself as a successful retailer.

***NOTE:** Remember that good business for YOU means MORE business for them!*

3. Now show them you deserve more

Once you've established terms and have been doing decent volume for a few months, you can ask for exclusive pricing. Be nonchalant about it: call your supplier, let them know how well you are doing selling their products, and ask to move up to their next level of preferred pricing.

Assume that there is a next level of preferred pricing, and be confident in your request for a better deal. Your confidence is key here: if you feel good about asking, you have a much better chance for success.

4. Maintain high standards

Once you've successfully negotiated a better deal, continue to be an excellent retailer for your supplier. As you sell more products and further establish yourself as a solid company, you can continue to ask for better and better terms.

Feel it out, and make sure to wait a few months between requests. It's a delicate balance, and you must approach it from the perspective of building a long-lasting relationship with your supplier.

The more effort you put into maintaining that good relationship, the more likely your supplier will be to grant your requests when you make them. Be friendly and courteous in all your communications with them—even if they are less-than-friendly with you.

It's also a good idea to get friendly with their service representatives. Send holiday gifts and thank-you notes. You can't be too nice; a little bit of appreciation goes a long way!

The brown box business is all about leveraging the buy-side of your business. Follow the steps I've laid out for you in this report, and you'll be able to identify the best suppliers in your market, establish dropship relationships with those suppliers, and negotiate ever-improving terms for your business.

When you nurture the buy-side of your brown box business, you lay a strong foundation for your business and open the door to greater profits with every order.

My \$20,000 Gift to You

Wouldn't it be great if **Amazon, Google** and **Ebay** had a "crystal ball" that could tell you EXACTLY what their customers were looking to buy ... at the EXACT moment they were looking to buy it?

I mean, with this kind of data you could be **SURE** there was a market **BEFORE** you spent any time or money on a product.

I see **NOTHING** wrong with that!

But let's face it, these online GIANTS aren't going to volunteer this kind of information because it would give you an **unfair advantage** over all of their other vendors.

So, we didn't ask for permission. We just went ahead and spent **\$20,000** to develop the ultimate "buyer spy tool" that automatically extracts this **priceless data** in a matter of seconds.

Want a copy of it?

I thought you would.

And I WANT you to have it because I want **YOUR** success. All you need to do to get it is keep an eye on your inbox over the next few days and I'll let you know when I've uploaded it to your access area:

<https://www.brownboxformula.com/access/>

Remember, you can be part of the conversation and ask me questions in the access area too. Please join me!

<https://www.brownboxformula.com/access/>

Serve the world unselfishly and profit,

Ezra Firestone

Published by:
Digital Marketer
4330 Gaines Ranch Loop Suite 120
Austin, Tx 78735

Visit us on the web: <http://www.DigitalMarketer.com>
E-Mail: support@digitalmarketer.com

