

Call Script:

- Call all the people on the list
- Call every 1-2 days
- Do this until you get an answer from each of them, and then make a reminder to follow up later

Goals:

- Speak to a decision maker
- See if they are open to supplying/dropshipping
- Don't say dropshipping until they say the word "dropshipping"
- Get details of their supply/dropshipping program (explored in next section)

My script (exactly what I say):

- "Hello, Good Morning/Afternoon I'm Trevor I'm calling from X (insert real company name or website) We're interested in becoming a dealer for Y (insert company or brand name) - would you know who's the best person to speak with regarding this?"
 - You want to speak to a decision-maker if possible.
 - Often they will redirect you. take down both names - use this as ammo.
- "Can you tell me how we can go about applying to be a dealer for [Supplier Name]?"
- Get a lot of details from them (see next section) and take notes in a doc.
- Start building the relationship. Be kind.
- At the end of the call, confirm their email and send them a follow-up email
 - List out the points of the call, and what you discussed, so it's in writing.

Confirm supplier details and agreement

- Ok, here are the things you want to confirm either on the call or in follow up calls and in emails
 - Cost of the products
 - Shipping cost
 - Handling and shipping times
 - Returns and damages policy
 - Payment terms
 - Stock levels - can you get a feed?
- Other tips that can sweeten the deal
 - Give them an idea of potential (I can send 10-15 orders your way per month)
 - Trial out the relationship for 3 months with them - it's no risk to them
 - You are open to prepaying for stock - they lock in sales + reduce handling times

Here's what the campaigns will look like:

- First Contact
- Follow-up (3 days later)
- Follow-up (3 days later)
- Follow-up (3 days later)
- Second Contact
- Follow-up (3 days later)
- Follow-up (3 days later)
- Follow-up (3 days later)

Email Template:

Hey there, (try to get their name)

I'm messaging to inquire about establishing a supplier relationship with your business. We're an online [product type] retailer and I'd like to explore stocking your [product].

We really love your [products] and think they would be a fantastic addition to our store. Our customers have been constantly asking for this type of product and I'd love to see if we can send your products their way.

We're looking at sending 30 orders your way per month. We've prepared our advertising campaigns and now we're negotiating with suppliers to make sure we can get this product out the door.

We're looking for an ongoing relationship here for the years to come.

I would love to discuss this opportunity to work with you. Please let me know if this is something of interest to your organization.

Kind Regards,
[your name]

Email 1

Hi **XXX**,

I'm Trevor from My Medical Direct.

{PERSONALIZATION}

I'm reaching out today to inquire about establishing a supplier relationship with **XXX**. We run an eCommerce conglomerate and we're looking to sell your products on our online store. (mymedicaldirect.com)

We're well versed in E-commerce, with 2 Years of Experience and \$2M+ in Revenue to date and growing.
(INSERT ANY PREVIOUS SALES EXPERIENCE, LIKE 5 YEARS IN SALES, 5 YEARS IN ECOM, ETC)

We really love your selection of **[Product Type]** and think they would be a fantastic addition to our store. Our customers have constantly been asking for a wider selection of **[Product Type]** and I'd love to see if we can send your products their way.

We're looking at sending 20-30 orders your way per month. We've prepared our advertising campaigns and now we're negotiating with suppliers to make sure we can get this product out the door. We're already selling very well for our current partners including {COMPETITOR 1}, {COMPETITOR 2}, {COMPETITOR 3}, and many more.

Could you please connect me with the correct person to speak with about opening up an online retail account?

I have attached a video introducing the founder of My Medical Direct for your review. If you have any further questions for me, please let me know.

I look forward to working together and growing **XXX**. Thank you for your help.

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Trevor Zheng
Marketing Manager
mymedicaldirect.com

Email 2 (Follow Up)

Hi [name],

Did you have a chance to review my video below?

(OPTIONAL) - We've recently partnered with [brand competitor] and we've had a ton of early success in the [niche]

Can you please let me know how to open up an online retail account with [brand]?

Thanks,

Email 3 (Follow Up)

Hi [name],

I'm quite sure we can greatly benefit your brand and boost your sales by employing our omnichannel marketing strategy and focusing on customer retention.

Should I get in touch with another person regarding the setup of an online retail account?

[your name]

Email 4 (Follow Up)

Hi [name],

Just wanted to follow up and see if you got my previous email.

Hope to hear from you soon.

Best Regards,

Replying With Application Form

Hi **NAME**,

Thank you for your email back!

The application and sales tax license has been filled out and attached below.

Please note we do not require credit terms and can prepay for orders.

Please let me know if you have any questions or need anything else from us at this time.

Thank you!

Best Regards,

Trevor Zheng | President
My Medical Direct