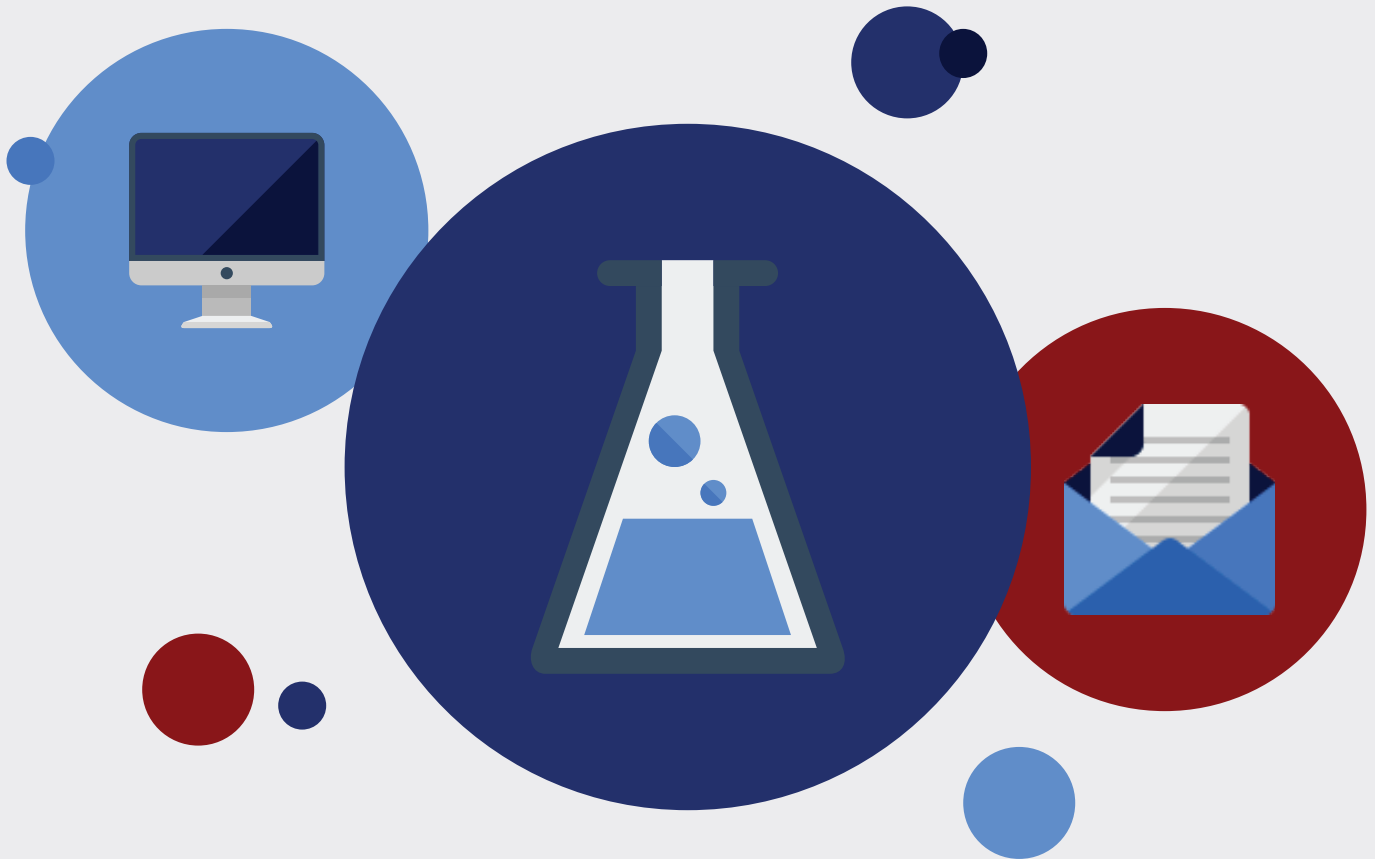




DROPSHIP
L I F E S T Y L E



Phone and Email Scripts

What to Say to Get Approved with
Drop Shipper Accounts.

About This Guide

At this point, you should have chosen your niche, found your future suppliers, and created your website. Now it's time to get approved for accounts with the drop shippers.

It is important to note, no matter how long you have been in this business, no matter how nice your website looks, and no matter how much traffic you already have in place, not every drop shipper you apply with will approve you for an account.

With that being said, there are certainly things you can do and say to greatly increase your chances and boost your approval rating. Based on my experience, all drop ship suppliers are looking for certain traits in their retailers.

If you follow my “how to get approved with any drop shippers” checklist, your odds of being approved will increase dramatically.

Drop ship suppliers get excited when they receive a call from a new supplier who:

- Has a quality website already in place
- Can clearly define how they will generate sales
- Can clearly define why their company offers exceptional customer service

So before you pick up the phone to call a supplier, before you send an e-mail asking how to get approved for an account, before you even think of contacting anyone in your chosen niche, you should follow these steps.

What You Need to Know Before You Begin Contacting Suppliers

When calling suppliers, you don't want to come off as desperate or make it seem like you need them to succeed.

You want them to be second guessing themselves for not accepting you ASAP and then get them wishing they had accepted you sooner on the future calls. It's more a matter of what you say on the initial call and follow up call, than how often you make the calls.

On my first call (I still make all the supplier calls myself), I tell the supplier a little bit about my company and give a brief overview of what we do (without referring them to any of my sites). Then I tell them that my team is currently finishing up a huge project that we are about to launch in their niche.

I tell them how excited we all are about it because we have extensively researched the niche and we know we can dominate it.

I tell them how we are working on building out our catalog as much as possible before we send the initial wave of traffic on launch day. I also give them a launch date that's 1 - 2 months out. I don't just make this up, these are real dates that I set when launching new stores that help keep me on target.

I tell them how I've been researching their niche for awhile and why their brand is a perfect fit for our site. I use information found on their website to build a connection between my company and theirs.

I tell them how excited I am because I know my company will be one of their top retailers shortly after launching and how I'm looking forward to building a long term relationship, just as I have with many suppliers in many other niches over the years.

I say everything in my power to make them feel like an idiot for simply saying "we're not interested". At the very least I will hear something like "what you're doing sounds amazing but we're not considering taking any new retailers until blah blah blah". If I get that answer,

I'll typically go on about how it's a shame that they're going to miss out on the huge launch my team and I are putting together. I ask who we (the rep and I) need to talk to about making this happen.

What You Need to Know Before You Begin Contacting Suppliers

This sometimes leads to an instant approval but sometimes also leads to them telling me they're just not interested at this time.

The thing is, even if I get a "no", they are going to remember this phone call and remember exactly who I am. I am also going to remember exactly who I spoke to because I keep very detailed notes on every call that I make.

My first follow up call usually happens 2 or 3 weeks after my site goes live (after the launch date I give on the first call).

I call in and get the same person on the phone from my first call.

I ask how business has been on their end and bring up anything from the first call that may have come up and that was important.

I then go on to tell them how my companies launch surprised even my team and how we're more excited than ever about this new project. I tell them I wanted to call sooner but things have been so hectic that it took a few weeks to get all of our systems flowing smoothly.

I tell them how this initial launch brought in numbers that beat our projections and all of our partners (other suppliers) are thrilled as well.

I tell them how we're about to ramp up all of advertising campaigns and I ask if they're ready to partner up.

They usually say yes at this point but if they don't I ask what I can do to make this happen. I tell them how this new project is making my company and that I see potential for even more growth by adding their product line.

If they keep saying no, I ask if they give me a good reason because I honestly want to know. If there is some real underlying reason that they won't partner up, I try to figure out a workaround and offer solutions the next time I call.

When You Begin Contacting Suppliers

When contacting drop ship suppliers I always recommend CALLING them. I have been approved with hundreds of drop shippers in the past that I have only spoke to on the phone one time, and that one time is always my introduction call.

The reason I recommend calling is because it is much easier to get through to the right person that way. When you call you should ask to speak to the person in charge of eCommerce accounts. You can then get their e-mail address and if e-mail is your preferred method of communication you will never have to call them again.

At this point in the process you should refer to the Master Supplier list that you have already created. You will use this as a reference to contact the drop shippers and to keep notes on who you have spoken with.

To find the suppliers phone numbers you can just do a quick Google search for the suppliers name and look for a toll free phone number on their website.

If there is no phone number on the suppliers website you should e-mail them and let them you that you own yourwebsite.com and that you are looking to increase your product catalog by adding their products and that you would like to know who to speak to about setting up a drop ship account, always remember to include your contact information.

If there is a contact number on the suppliers website you should call and tell whomever answers the same thing; that you own yourwebsite.com and that you are looking to increase your product catalog by adding their products and that you would like to know who to speak to about setting up an eCommerce account.

If no one is available to speak try to get their e-mail address and/or direct phone number to try back later.

When You Begin Contacting Suppliers, Example

I try to keep my conversations as brief (and as effective) as possible; here is a typical conversation I have with the supplier's person in charge of drop ship accounts:

"Hi [account managers name],

My name is [Name] and I am the lead buyer for [MyCompany Inc], we currently manage ten different eCommerce stores in various niches and we recently noticed an opportunity in the [suppliers products] niche.

We have just launched [newnichewebsite.com] and we are looking for suppliers who are interested in working together on a drop ship basis.

Based on the market research that we have done my team and I are confident that our marketing techniques will make this new venture our most successful yet.

We are not looking for payment terms, we are just looking to build a solid business relationship. Can you tell me how we can go about applying for an account?"

At this point the eCommerce manager will usually tell you that there are some forms that need to be completed and ask where to send them.

Make yourself a personalized e-mail address and ask them to send it there.
Example; yourname@yourwebsite.com .

When You Begin Contacting Suppliers

They may also tell you that they are not accepting any new retailers at this time, I always ask them when they will be accepting new applications and make a note in “Master List” Excel file.

NOTE: I typically do not tell the suppliers I own the company I am calling to get approved for an account at first (unless they ask).

This is because there are many suppliers who like to work with “larger” companies that have employees that take care of tasks such as recruiting new suppliers.

If the supplier is interested in doing business with you they will then e-mail you a few basic forms that you need to complete. They just need standard information from you such as your business name, address, phone number & billing information.

It is important to complete these forms as soon as they send them and to send them back as soon as they come in. You want to keep the momentum rolling and push you account approval through as soon as possible.

When I first started I would sometimes receive application then hold off a few weeks before sending them back and I can tell you for a fact that this leads to a lower approval rate.

An account manager should get back to you within a few days of submitting your application to tell you that you have been approved. They will provide you an account number and contacts within their company.