



Wholesale Bird's Eye View

In my opinion these are the Top 3 Reasons to get into wholesale:

Less Competition - Higher Barrier to entry

Easy to replenish

Never have to touch your inventory

#1 - Less Competition

Anyone can open an Amazon or eBay account, walk into a retail store like Walmart or Target and scan items to determine their profitability.

The barrier to entry for retail arbitrage is very low.

A low barrier to entry doesn't mean this method of sourcing inventory should not be a piece of your inventory sourcing pie. But as you progress in your business, you should look to add in inventory sources that have a higher barrier to entry. Remember the pyramid? The closer to the ground, the lower the barrier to entry the inventory sourcing method is.



Since the majority of sellers are in the lower levels, why wouldn't you want to separate yourself from the pack? Wholesale gives you that opportunity. It might sound scary to talk to a vendor at a trade show or more risky to have to meet a wholesale minimum order, but as we'll show you in this module it's really not.

Sure. The first conversation you have with a vendor might go horribly wrong, but most likely you'll never see that person again so relax and be yourself.

We'll cover what to say and not to say to a vendor, but one tip we'll let out of the bag early is to practice by talking to vendors for products that you have no desire to sell. That way there is no pressure that you're going to mess up a deal.

Back to the point about less competition.

Are you tired of buying items that will be profitable and then once they hit Amazon's warehouse someone else has got on the listing and tanked the price to a point that it's no longer profitable?

Are you tired of Amazon getting on your listings and dropping the price below your buy cost?

Wholesale is not the magic bullet for these problems because the same issues can potentially come up with wholesale inventory, but because the competition is so much less, it decreases the chances tremendously.



To totally eliminate these issues private label is the way to go, which is the module after Wholesale. However, with wholesale you are stepping out into territory most sellers won't go thereby differentiating yourself.

If you do what others won't do, you'll get what others won't get.

#2 - Easy to Replenish

Since you're reading this you most likely already have an online business and are always searching for more inventory.

Isn't it frustrating when you find a clearance sale with some very profitable items at a retail store, sell them all, and then can no longer find that item? It's happened to all of us.

This problem (unless an item is discontinued) is solved with wholesale. Once you find a profitable item the only thing you have to do is re-order it.

Wholesale makes my business much more efficient and easy. I now have several items that sell on a consistent basis that all I have to do is place re-orders. The more items I have like this, the more my business runs on auto pilot.

It takes the pressure off of the amount of time that you need to go sourcing. You may enjoy finding items at retail stores and may never want to stop scanning, but it certainly will makes your



business less dependent on having to go out and find more items constantly to keep your business at the level it's at.

Having a healthy stream of wholesale items will allow you to focus on the tasks that grow your business. In this case one of those would be finding profitable inventory.

#3 - Never have to touch your inventory

Do you want to have a business that you can manage from anywhere in the world?

Would you like to be able to sit on the beach and run your business by just sending a few emails?

Wholesale gives you that opportunity.

How?

By using the services of MyInventoryTeam.com.

You can have your items shipped to their warehouse in Tennessee and they will process, label, and ship it off to Amazon for you for a very nominal fee.

So What are the margins like with a wholesale business?

If there's one downside to wholesale it's that the margins aren't usually as nice as what you will find with retail arbitrage and certainly not as profitable as thrift store inventory.



I say usually because it's not always the case. I have some wholesale items that I easily double my money and more, but with wholesale I'm content to make back 50% of my investment. (For example, buy an item for \$10 and make \$5 profit)

For Amazon sellers this essentially means that if you find a wholesale item for \$10 and can sell it for \$20 you'll make about \$5 profit per item. If you were investing in mutual funds then this would be an amazing return, but it's about as low as I like to go for my Amazon business.

Buying an item and selling it for double what you paid is called "Keystone Pricing".

Will I go less than this? In some cases I will.

Your business is your business so only you know what works best for it. If you want to stick with items in which you can double your money then do so.

Where can you find wholesale inventory?



The majority of the items I'm selling wholesale I have sourced at trade shows. In this module we will go in depth into:

- *How to Find Trade Shows*
- *How to Get Wholesale Accounts*
- *What to say and not to say to a vendor*
- *How to get the absolute best pricing*
- *And much more!*

However, in the module we'll share some secrets to how to purchase wholesale inventory without ever having to step foot in a single trade show. So if you don't want to travel, don't have the time, or simply can't get to a trade show this alone will be worth your investment.

So if you're ready to dive into wholesale get this module now -

<http://wholesale.onlinebizroadmap.com/>