



How to Prepare Your Business for Wholesale



Maine Small Business Development Centers
Building Maine's Future, One Business at a Time



2025



Webinar Details

- This webinar is being recorded
- Slides will be emailed to you
- Please put questions in the chat



Details

Wholesale Webinar Series

A five partseries in partnership with the
[New England Made Show](#) March 15-17, 2025, in Portland

~~Is Wholesale Right for Your Small Business?~~

~~o December 17, 2024~~

How to Prepare Your Business for Wholesale

o January 7, 2025 @ 10:00 AM

How to Price for Wholesale

o January 14, 2025 @ 10:00 AM

How to Design a Booth for a Wholesale Tradeshow

o February 5, 2025 @ 11:00 AM

Panel Discussion: What I Wish Someone had Told Me About the NEM Show

o February 24, 2025 @ 2:00 PM



[Register for
webinars](#)

Meet the Advisor

Jon Janson



Certified Business Advisor since 2024

Territory: Androscoggin, Oxford and Franklin Counties

Contact Information:  jjanson@avcog.org

 207-783-9186



Who are we?

- Offices in every state, almost 50 years old!
- A partner program of the Small Business Administration (SBA)
- SBDCs are hosted by universities, colleges, state economic development agencies and private sector organizations.
- 12 full-time paid advisors in Maine. Most advisors are former Maine business owners and have business degrees





What do we do?

We assist business owners from ideation to exit through confidential, no -cost advising, webinars, & e -courses

- Business planning
- Start up basics
- Access to capital
- Financial projections
- Marketing
- Operations and HR
- Purchase or sale
- Scaling up
- Franchising
- E-commerce
- Cyber security
- Exporting
- Disaster recovery
- Artificial intelligence
- Exit planning





Disclaimer

We are not lawyers, accountants, or tax preparers

This information is for educational purposes only and is not a replacement for professional legal, tax or accounting advice.

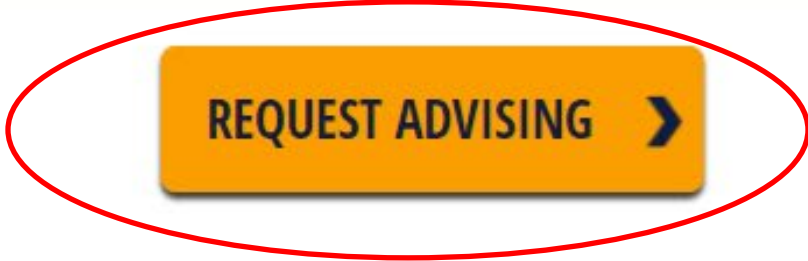
Please seek appropriate guidance before making any tax, legal or accounting decisions that could impact your business.





Maine Small Business Development Centers

Building Maine's Future, One Business at a Time.



ADVISING LEARNING RESOURCES CLIENT STORIES LOCATIONS ABOUT COVID



We are here to help your small business.

Helping Small Businesses Do Big Things





Maine Small Business Development Centers

@MaineSBDC · 1.18K subscribers · 208 videos

Videos from the Maine Small Business Development Centers (Maine SBDC) ...more

mainesbdc.org and 3 more links

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Home Videos Playlists 

For You



Startup Checklist - June 2024

103 views · 6 months ago



How to Prepare Your Business for Wholesale

118 views · 11 months ago



Is Wholesale Right for Your Business?

20 views · 2 weeks ago



Nature Based Tourism Updates and More

61 views · 9 months ago

How to Prepare your Business for Wholesale

Primary Considerations

- Pricing Models
- Wholesale Terms & Materials
- Credit
- Shipping
- **Tradeshows**



Pricing Basics



KEY QUESTION:

- Can you sell your product at wholesale prices and still turn a profit?
- Considerations:
 - Your costs
 - Market price
 - Retailer markup strategies

Check out our “How to Price for Wholesale” Webinar next Tuesday January 14th at 10am!

How to Prepare your Business for Wholesale

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Common Wholesale Terms

- MOQ: Minimum order quantity
 - Re-order Minimum
- Return Policy
 - Chargebacks
- Net Payment terms (Net 15/30)



Common Wholesale Terms

- Lead Time/Turnaround Time
- Shipping Window
- Case packs
- Drop ship
- Keystone, markup, margin, MSRP*

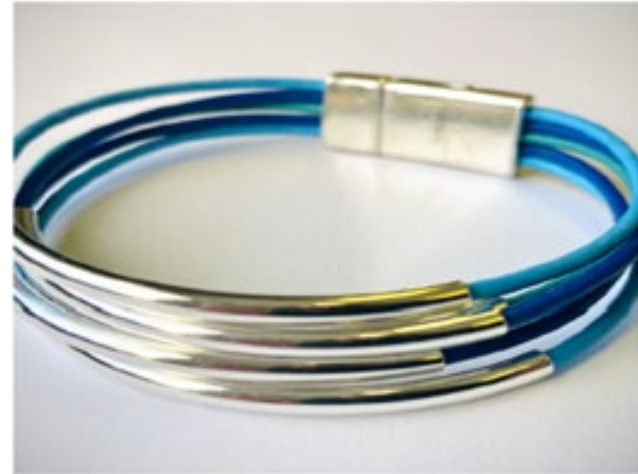


Must Have Materials

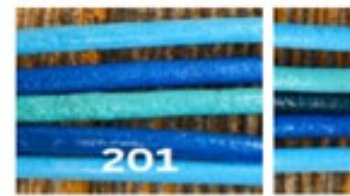


- 1. Line Sheet**
- 2. Catalog & Brochures**
- 3. Order Form**
- 4. Business Cards or Rack Cards**

Line Sheet



MULTI-CC
\$18 | SMALL
Available in



- Lists all your products & prices
 - Item number (SKU)
 - Name + Description
 - Wholesale prices & MSRP
 - Options (colors, sizes, etc.)
 - MOQ
- Can use images, or not



SILVER (S)
\$18 | CHILD'S
Available in 1



You do not need to wholesale every product you make

Line Sheet Examples



Fall 2013

The Best Damn T-Shirt Company

Place your order by phone 1.800.MYSHIRT or on our website: www.bestdamntshirtco.com

Wholesale Terms: Opening order minimum of \$300; reorder minimum of \$150. Visa, MasterCard, Amex, Company Check or Net 30 terms (as established). First orders must be prepaid via cc or check. FOB Columbia, SC. Orders of less than \$500 ship within 3 business days via FedEx Ground service. Complimentary shipping within the US on orders of \$400+.



Don't Compare (women)
Item #F13-WDONT
\$15 each, minimum of 5
Recommended Retail: \$30
Light Blue, Lemon, Black
100% combed jersey cotton
XS, S, M, L



Unicorns & Rainbows (women)
Item #F13-WUNIC
\$15 each, minimum of 5
Recommended Retail: \$30
Lemon, Coral, Grass, Black
100% combed jersey cotton
XS, S, M, L



High Destiny (women)
Item #F13-WDEST
\$22 each, minimum of 3
Recommended Retail: \$45
Organic cotton, natural dyes
Light Pink, Natural, Navy
XS, S, M, L



Don't Compare (men)
Item #F13-MDONT
\$17 each, minimum of 3
Recommended Retail: \$35
Grass, Black, Ash Grey
100% combed jersey cotton
S, M, L, XL



Unicorns & Rainbows (men)
Item #F13-MUNIC
\$17 each, minimum of 5
Recommended Retail: \$35
White, Black, Grass
100% combed jersey cotton
S, M, L, XL



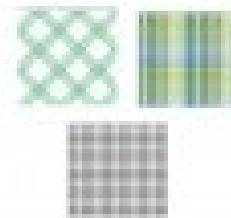
High Destiny (men)
Item #F13-MDEST
\$24 each, minimum of 3
Recommended Retail: \$48
Heather Blue, Ash Grey, Grass
Organic cotton, natural dyes
S, M, L, XL

www.bestdamntshirtco.com

Jane Shirtmaven 123 Tailor St. Any Town, USA 123456 1.800.MYSHIRT hello@bestdamntshirtco.com

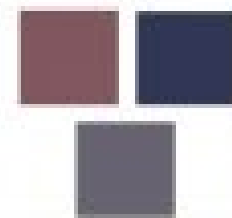
Line Sheet Examples

MENSWEAR
SS' 15



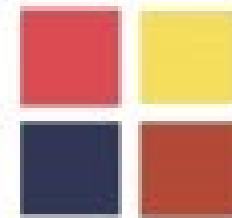
S13001
Slim-Fit Multi Check
Shirt

Wholesale: \$21.28
Retail: \$59.50



S13002
Slim-Fit Non-Iron
Shirt

Wholesale: \$35.77
Retail: \$64.50



S13003
Slim-Fit Utility Shirt

Wholesale: \$32.72
Retail: \$69.50



S13004
Heritage Button-
Down Shirt

Wholesale: \$42.72
Retail: \$89.50

DELIVERY |
WOVENS



S13004
Tailored Slimfit
Taxedo Shirt

Wholesale: \$37.60
Retail: \$69.50

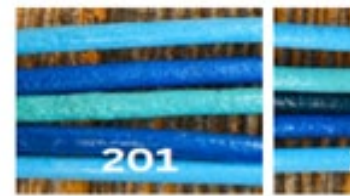
Item Numbers or SKUs



MULTI-CC

\$18 | SMALL

Available in



SILVER (S)

\$18 | CHILD'S

Available in 1

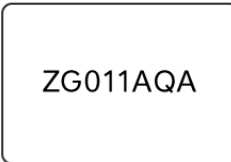



- Every product on your line sheet should have an item number assigned
- Develop a code that means something – such as the general class of product, color, size, etc.
 - SKU = Stock Keeping Unit
 - Can be a combination of numbers and letters
 - No more than 8 digits long

For example:

- DT-W-LG-S = Dining room table, Wooden, Light Gray, Small
- SE-2F-PF-LC = Silver Earring, 2 Feathers, Polished Finish, Long Chain

SKU vs. UPC vs. QR

SKU	vs	UPC
		
Unique for each retailer		Consistent across retailers
Alphanumeric		Numeric only
Varies in length		Always 12 digits

- SKU = Stock Keeping Unit
 - “In house” use only → free
- UPC = Universal Product Code
 - “Universally” accepted (in the U.S.)
 - Barcode is scannable
 - Register with GS1 for a fee
 - Lease or Buy
- GTIN = Global Trade Item Number
 - 12 digits at bottom of barcode
- QR Code = Quick Response Code
 - 2D or “data matrix”



Catalogs & Brochures

Promotional/ advertising tool used to show your products

- High -quality paper
- B2B – Not for consumer
- Does not include pricing
- Line sheet only
- Don't hand out at tradeshow

Order Forms

- Your company name & contact info at top
- Space to write in:
 - Order # or purchase order #
 - Buyer name / Company name
 - Contact info
 - Shipping & Billing address
 - Payment method
 - Estimated Shipping Date
- Virtual – Square, Google Forms, etc.



Order Forms



<p>37520 Colorado Ave Avon, OH 44011 USA P: 888.352.8889 info@wildcatwholesale.com www.wildcatwholesale.com</p>		<p>SHOW SPECIAL! PHOTO BOX STARTER PACKS 3 CASES OF PHOTO BOXES + FREE SHIPPING + HALF OFF ART PREP</p>	<p>Order #:</p> <p>DATE _____</p>	
NAME _____				
ADDRESS _____				
CITY, STATE, ZIP _____				
PHONE _____		EMAIL _____		
CASE 1 <input type="checkbox"/> 5x7x5/8 <input type="checkbox"/> 8x10x5/8 <input type="checkbox"/> 11x14x5/8 <input type="checkbox"/> 5x7x1 <input type="checkbox"/> 8x10x1 <input type="checkbox"/> 11x14x1	<input type="checkbox"/> Black Leather	<input type="checkbox"/> White <input type="checkbox"/> Kraft <input type="checkbox"/> Gray Skies <input type="checkbox"/> Coffee Bean <input type="checkbox"/> Sky Blue <input type="checkbox"/> Firehouse Red	<input type="checkbox"/> Deep Black <input type="checkbox"/> Green <input type="checkbox"/> Pink <input type="checkbox"/> Merlot <input type="checkbox"/> Sunflower <input type="checkbox"/> Terracotta <input type="checkbox"/> Oxford	
		<input type="checkbox"/> 5x7x5/8 <input type="checkbox"/> 8x10x5/8 <input type="checkbox"/> 11x14x5/8 <input type="checkbox"/> 5x7x1 <input type="checkbox"/> 8x10x1 <input type="checkbox"/> 11x14x1	<input type="checkbox"/> White <input type="checkbox"/> Kraft <input type="checkbox"/> Gray Skies <input type="checkbox"/> Coffee Bean <input type="checkbox"/> Sky Blue <input type="checkbox"/> Firehouse Red	<input type="checkbox"/> Deep Black <input type="checkbox"/> Green <input type="checkbox"/> Pink <input type="checkbox"/> Merlot <input type="checkbox"/> Sunflower <input type="checkbox"/> Terracotta <input type="checkbox"/> Oxford
		<input type="checkbox"/> 5x7x5/8 <input type="checkbox"/> 8x10x5/8 <input type="checkbox"/> 11x14x5/8 <input type="checkbox"/> 5x7x1 <input type="checkbox"/> 8x10x1 <input type="checkbox"/> 11x14x1	<input type="checkbox"/> White <input type="checkbox"/> Kraft <input type="checkbox"/> Gray Skies <input type="checkbox"/> Coffee Bean <input type="checkbox"/> Sky Blue <input type="checkbox"/> Firehouse Red	<input type="checkbox"/> Deep Black <input type="checkbox"/> Green <input type="checkbox"/> Pink <input type="checkbox"/> Merlot <input type="checkbox"/> Sunflower <input type="checkbox"/> Terracotta <input type="checkbox"/> Oxford
NOTES _____ _____ _____	<p>ORDER DETAILS</p> <p>PLAIN STARTER PACK <input type="checkbox"/> \$99 Black Leather <input type="checkbox"/> \$129 Color</p> <p>PRINTED STARTER PACK <input type="checkbox"/> \$129 Black Leather <input type="checkbox"/> \$159 Color <input type="checkbox"/> \$0 Art On File at Wildcat <input type="checkbox"/> \$49 Art Prep Regular Price <input type="checkbox"/> \$25 HALF OFF Art Prep Price! <input checked="" type="checkbox"/> \$0 FREE UPS Ground</p> <p>ORDER TOTAL \$ _____</p> <p><small>Must order in the block of the trade show. Limit one (1) pack per customer. Each case choice must be same size and same color. Soft Touch Boxes not eligible. Free Shipping - UPS Ground in continental USA.</small></p>			
	<p>PAYMENT</p> <p><input type="checkbox"/> PAID IN FULL W/ CREDIT CARD</p> <p>Auth. #: _____</p> <p><input type="checkbox"/> CALL FOR CREDIT CARD</p>			

Business Cards & Rack Cards

Business Cards should contain:

- Basic contact info & position
- Company name
- Motto or slogan
- QR codes to link to website are more popular now
- Fit in wallet or card holder

Rack Cards should contain all of the above

plus:

- Picture(s) or diagram(s)
- List of main services offered
- Basic pricing info
- Short back story or testimonial

RACK CARD DESIGN

PRODUCT FEATURE

Size (3.5 X 8.5) inch
Bleed 0.25 inch
Easily Editable Vector
All Free Font Use
Print Ready



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Primary Considerations

- ~~Pricing Models~~
- ~~Wholesale Terms & Materials~~
- Credit
- Shipping
- **Tradeshows**



Offering Credit



Credit allows customers [other businesses] to buy without paying up front.

Benefits to Sellers:

- **Increased sales volume**
- **Smooths demand since purchase power is balanced**
- **Closer association with customers**
- **Provides competitive edge**

Offering Credit



Credit allows customers [other businesses] to buy without paying up front.

Benefits to Buyers:

- **Preserves working capital**
- **Able to satisfy demand and pay later**
- **Better service and greater convenience when exchanging purchased items**
- **Establishes credit history**

Tips & Tricks for Offering Credit



- For first time customers, ask for payment before shipping the order
 - Some customers will ask to use a *pro -forma*
 - This means they want an invoice prior to the order and will send a check
 - Clear the check before shipping
- Most customers will ask for “Net 30” terms for re -orders
 - Some larger retailers will only operate Net 30
 - “15 Net 30”
- Have a clear credit policy for customers to agree to
- Credit isn’t for every customer

Tips & Tricks for Offering Credit



- Development of credit standards
 - Profile of minimally acceptable credit worthy customer
 - Check references
- Credit terms
 - Credit period
 - Cash discount
- Credit limit
 - Maximum dollar level of credit balances
- Collection procedures
 - How long to wait past due date to initiate collection efforts
 - Methods of contact
 - Whether and at what point to refer account to collection agency
 - Credit hold

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Shipping



Wholesale shipping (B2B) is not the same as shipping directly to customers

- For small orders, you can still use Standard Shipping (called DTC)
- For larger orders
 - Consider your MOQ
 - Save money with Economies of Scale
 - Double check permitting and licensing requirements (usually only international)
- If *you* are packaging the shipment, ensure you have proper materials
 - Include Training Manuals

Shipping



- Do you have a website or process to handle the orders?
 - Alibaba, Shopify Plus, Faire, BigCommerce, and WooCommerce
- Are you going to pack and ship? Or are you going to outsource this? Drop Shipping? Distributor?
 - Drop shipping companies like ShipBob
- What kind of shipping will you need?
 - Freight shipping, International shipping, domestic shipping

How to Prepare your Business for Wholesale

Primary Considerations

- ~~Pricing Models~~
- ~~Wholesale Terms & Materials~~
- ~~Credit~~
- ~~Shipping~~
- **Tradeshows**



Going to a Tradeshow



- **Bring your supplies!**
 - Line sheets/ catalogs, order forms, charging and extension cords!
 - Bring sample items and/ or product to display
 - Tools to set up booth (duct tape!)
 - Confirm you have cell service to process orders, or get on the convention WiFi network
- **Conduct**
 - Keep your phone out of sight – remain approachable
 - Greet everyone who walks past; if they initiate conversation, you can engage

Going to a Tradeshow



- You're here to sell
 - Stay with your booth, but don't hide in the corner
 - Crowds attract crowds – draw them in from the aisle
 - Keep track of all leads
 - Ensure that they sell to your current target market
- Ask questions
 - Engage and ask questions that require full answers, not “yes” or “no”
 - Discuss your terms and ensure that their terms and expectations are acceptable
 - Selling is easy – just ask!

After The Show



- Review what went well, and what didn't
 - After Action Report – anyone who attended
- Follow up with any & all leads
 - Especially if they didn't order
- Fulfill any orders placed
 - Prioritize current accounts!
- Plan your next show

Wrapping Up

- Attend the rest of the webinar series
- Talk to an SBDC Advisor
- Attend a trade show as a guest

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