

Handmade in Wholesale
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Why wholesale?

Does it even make sense to wholesale your line/product?

- COGS
- Maintaining Relationship
- Sourcing/Staffing For Fulfillment
- Do you want to work for less than what you make at a retail show?
- Minimums/Shipping
- Other sales platforms

Shopkeepers: A Study In Empathy

In a room by themselves surrounded by product they like and have invested a ton of money in... so they spend all day hoping someone will like what they like and in some ways then... like them. THAT'S HARD!

They pay rent... and triple net and for fixtures and and... it's the stress we feel at a retail show (Will the weather cooperate? Was the event promoted enough? Am I in a good location? Etc.) but on a daily basis. THAT'S HARD!

They love handmade... but in this visual world, it's one thing to be handmade, it's a whole other to look handmade. You will do yourself a great favor to make sure your packaging/marketing is on point EARLY in your wholesale story... notice I didn't say before you get started.

What avenue for wholesale is right for your line/product?

Reps

- Before
 - Can your COGS tolerate 15% fees?
 - Onboarding of specifics of your brand/product limitations -- OOAK, long production time, etc.
 - Access your network for effective reps
 - Sample Kits -- January 1st/June 1st
 - Line Sheets/Catalogs
- During
 - How to keep them motivated?
 - Managing the promises they make.
 - Paying them.
 - Seasonal adaptation.
 - They should be celebrated like any other member of your team.
- After
 - This is a professional contact, so ending well is important.

Wholesale Shows

- Before
 - Placement -- Show promoters are essentially car salesmen.

- Booth Design
- Freight
- Order forms
- Marketing
- Temps/Perms
- During
 - Are you the best rep for your brand?
 - Major talking points
 - What do you want them to leave with?
 - Is it all about the sale on the show floor?
 - GET THEIR CARDS!
- After
 - Storage
 - Buyer follow up plan -- Sedimentation
 - Fulfillment calendar
 - Payment

Online Marketplaces

- Before
 - Imagery
 - All access or just part of your line?
 - Can your COGS tolerate 25-15% fees?
- During
 - In the box marketing.
 - Know what the protocols are for each platform by HEART and tailor your follow up to not violate the platform expectations.
- After
 - What happens when a site starts underperforming or shuts down entirely?
 - Ending an online wholesale relationship.

Wholesale On Your Own Site

- Before
 - Why would online be good for your buyers & your business? (They shop in the middle of the night/at odd hours. Frees them from HAVING to interface with me. Our stuff is OOAK and they pick things I WOULD NEVER SEND THEM. More investment in the brand.)
 - How will people know this is an option?
 - What's required before they can shop wholesale online?
- During
 - In the box marketing/coaching/branding.
 - These are the folks most likely to merge with you on media.
- After
 - They deserve the same access to relationship as the folks you've met in person.