

“I didn’t come this far, only to come this far...”

Building the backbone of a multimillion dollar wholesale business

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wholesalebreakthrough.com



Audience poll



Who am I?

- Attended the University of Kansas
- Worked in the hospitality and I.T. industries
- Multi channel ecommerce seller & wholesale consultant
- Frequent traveler
- Picky eater, just ask Howard Aronesti
- Huge promoter of “paying it forward”



The eCommerce side of things

- Started selling on Amazon in 2012
- Retail arbitrage was our first business model
- Transitioned into wholesale on the closeout / liquidation side
- Shifted focus to the traditional wholesale model
- Not category specific, deep and not wide theory

Selling

amazon.com[®]

The Amazon logo, featuring the word "amazon.com" in a bold, black, sans-serif font, with a registered trademark symbol (®) to the upper right. Below the text is a thick, orange curved arrow pointing from the letter 'a' to the letter 'm'.

An entrepreneur at birth

- First business was selling lemonade at the end of the driveway
- Sold wrapping paper and chocolates in elementary school
- Started my first eBay business at the age of 13 and was a Powerseller by the age of 15
- Bought and resold tickets for KU sporting events

i wasn't born to fit in

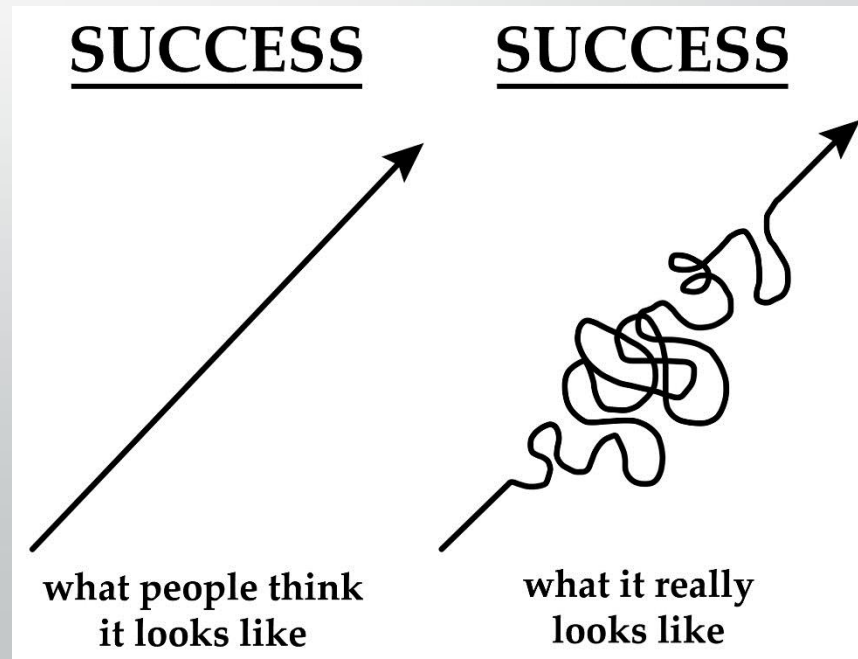
i was born to
stand out

From 400 to 10,000...the critical steps you must take...my view



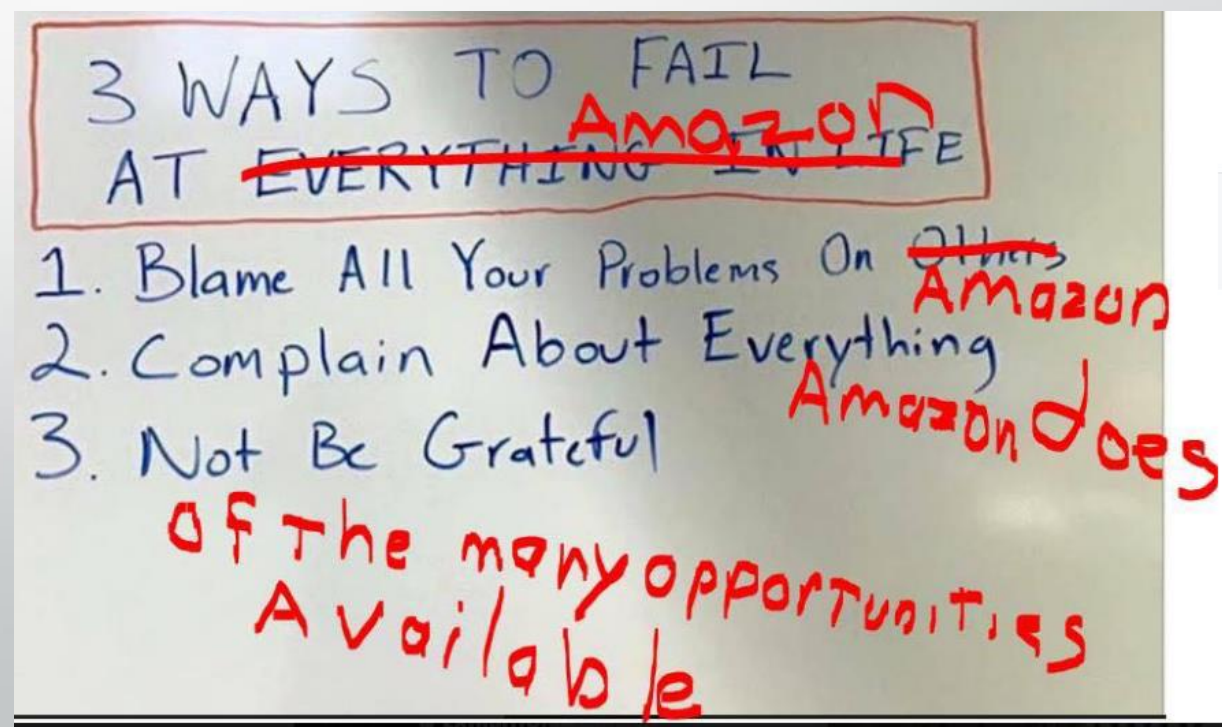
The word “no” is your best friend & fear of failure is not an option

- No = more opportunities & chances to improve
- No = more sellers give up & less competition
- You will fail multiple times before success
- Failure is not specifically tied to new sellers
- Remember, you are the salesperson



You must embrace change

- Recent brand restrictions on Amazon
- New sellers cannot FBA until after 12/19
- 2012 vs. 2016. vs 2019



Are you working in your business or on your business?

- If you do not know the difference, chances are you're working in it
- Know when you need help
- Make a log of your tasks/time
- Evaluate frequently
- Get over your trust fear



Diversification is your best insurance policy as a seller

- You should be selling on multiple platforms
- No one sales channel should be able to stop your business
- Expand to cover many different types of products and categories



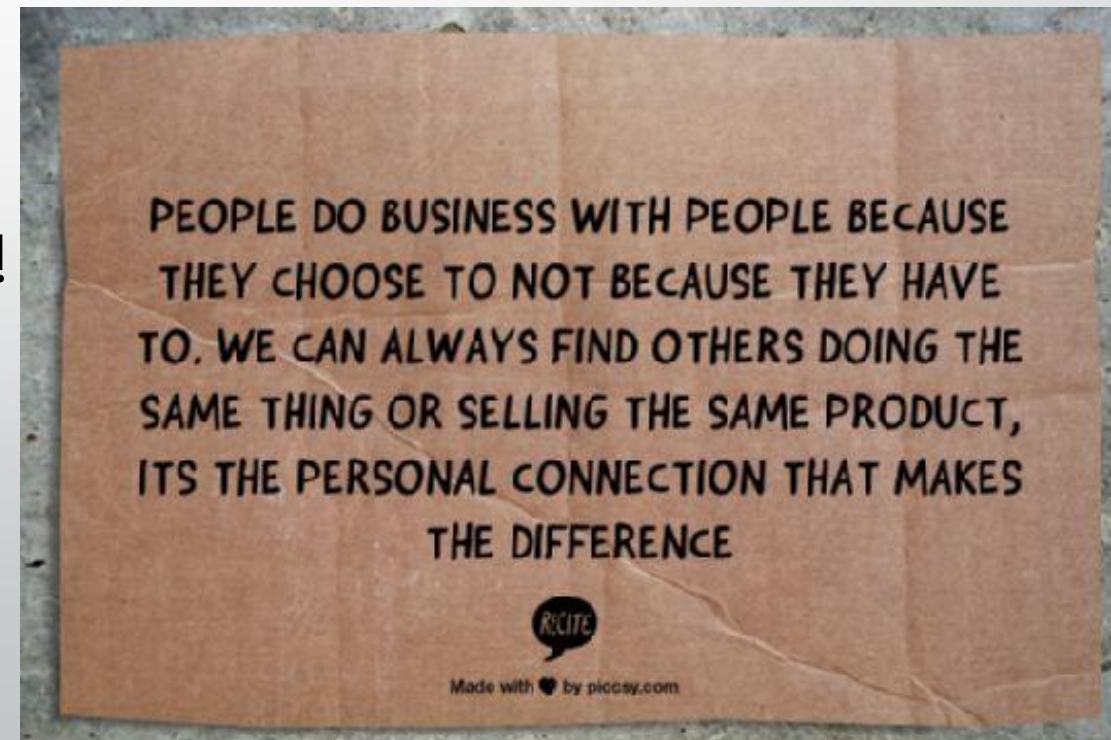
Loans are your friend...when used appropriately

- 1 Volunteer?
- Stop putting your growth potential in front of interest charges & fees.
- Yes loans are a risk, so is business.
- Don't sign a PG unless you have to. There are options.



Your vendors are your lifeline

- Attend trade shows!!!
- You cannot be “just another reseller”
- Solve your vendors problems
- Provide value to them
- Drop “I” and use “We” or “Us”
- Paying for a new vendor? Kind of!
- It’s ok to practice on vendors



The power of a network

- Audience survey for networking
- Seller conferences
- Facebook groups
- Local meet ups
- Service providers / sponsors
- You never know when you'll need something that only your network can provide to you.

**If you want to go fast, go alone.
If you want to go far,
go with others.**

Pay it forward. Always.



wholesalebreakthrough.com





1) Join our group!

Facebook: "Wholesale Breakthrough"

www.wholesalebreakthrough.com
www.ecommercewitheddie.com



2) Post with #WBeComChicago:

- *Something you learned
- *Question for Eddie or Greg
- *Success story
- *Introduce yourself
- *Why wholesale?

3) Five winners will be chosen at random. Each winner will receive 1 hour of consulting with Eddie or Greg

One last closing thought...