

WHOLESALE SALES MISTAKES CHECKLIST

(Use this to identify what to fix in your current strategy)

G – Gain Visibility & Build Retailer Trust

- ☐ My branding is clear, professional, and consistent
- ☐ I have testimonials, stockists, or social proof available
- ☐ My website and social media are active and up-to-date
- ☐ I clearly communicate my brand story and values

R – Reach Buyers 24/7 with a Sales System

- ☐ I use a digital line sheet or wholesale platform (e.g. Hubventory)
- ☐ I have an automated or semi-automated sales process
- ☐ I include a clear call to action for potential retailers
- ☐ I understand that wholesale sales require a different strategy than retail

O – Optimize Marketing to Attract Vetted Buyers

- ☐ I know exactly who my ideal wholesale buyer is
- ☐ I stay in regular contact with my leads via email or social
- ☐ I have a follow-up system for buyer inquiries
- ☐ I reuse and repurpose marketing content strategically

W – Win with Resources & Wholesale Strategies

- ☐ I leverage tools, systems, or mentorship to support my growth
- ☐ My ordering and reordering process is easy for retailers
- ☐ I nurture relationships with buyers after the first order
- ☐ I offer incentives like reorder perks or retailer exclusives

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