FREE PRINTABLE CHECKLIST · LINKUN FOUNDATION

Wholesale account readiness checklist

What to have ready before you sell your products to stores, from pricing and line sheets to insurance and payment terms.

Use this with the Selling Channels Toolkit.

Pricing and terms

- [ ] Set a wholesale price that still earns you a profit at about half the retail price.
- [ ] Set a suggested retail price.
- [ ] Set a minimum first order and reorder amount.
- [ ] Decide your payment terms (for example, payment up front for first orders, then net 30) and whether you'll accept consignment.

Sales materials

- [ ] A line sheet with photos, item numbers, prices, case packs, and lead times.
- [ ] Product photos on a plain background.
- [ ] A short brand story and why your product sells.
- [ ] Samples for buyers.

Operations

- [ ] UPC barcodes, if stores require them.
- [ ] Labels that meet any rules for your product type (food, cosmetics, children's products, and others have specific rules).
- [ ] Product liability insurance and a certificate of insurance.
- [ ] Enough stock or production capacity for reorders.
- [ ] A Form W-9 ready to send.

Cash

- [ ] Add wholesale orders to your cash flow forecast using the date you'll actually be paid.
- [ ] Ask for a deposit on large first orders.

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