



RESELLER GUIDE

*How to Set up Wholesale Accounts
as an Amazon Seller*

Welcome!

The purpose of this Guide is to get you started in the lucrative area of sourcing wholesale direct from manufacturers and suppliers for your Amazon business.

No more running from store-to-store with RA, or being blocked from buying volume from retail websites with OA.

And sourcing DIRECT from a supplier often leads to bulk discounts, liquidation products, and reseller-only promotions.

*To Your Success!
Barbara Drazga (the "deal Diva")*

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The BEST Tool for Product Research: [Jungle Scout](#)

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SETTING UP YOUR BUSINESS

The first step is to treat your Amazon business as a BUSINESS, not a hobby. That means establishing a company name, deciding on a company structure (sole proprietor, LLC, C or S corp), filing for a Federal EIN, and registering for a tax-exempt certificate in the state your business is located in.

Most states allow you to register on their website. Remember there are usually monthly reporting requirements, so you should keep on top of your bookkeeping, or hire a professional to do so.

Apply for an EIN

Here is the IRS website to apply for your Employer Identification Number (EIN) online. They issue the EIN instantly.

<https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online>



Apply for State Reseller License

Departments of Revenue Links

Alabama *Alabama Department of Revenue*

Alaska *Alaska Department of Revenue*

Arizona *Arizona Department of Revenue*

Arkansas *Arkansas Department of Finance and Administration*

California *California State Board of Equalization*

California *California Franchise Tax Board*

Colorado *Colorado Department of Revenue*

Connecticut *Connecticut Department of Revenue Services*

Delaware *Delaware Division of Revenue*

Florida *Florida Department of Revenue*

Georgia *Georgia Department of Revenue*

Hawaii *Hawaii Department of Taxation*

Idaho *State Tax Commission*

Illinois *Illinois Department of Revenue*

Indiana *Indiana Department of Revenue*

Iowa *Iowa Department of Revenue and Finance*

Kansas *Kansas Department of Revenue*

Kentucky *Kentucky Revenue Cabinet—Online Taxpayer Service Center*

Louisiana *Louisiana Department of Revenue*

Maine *Maine Revenue Services*

Maryland *Maryland*

Massachusetts *Massachusetts*

Michigan *Michigan Department of Treasury*

Minnesota *Minnesota Department of Revenue*



Mississippi *Mississippi Department of Revenue*

Missouri *Missouri Department of Revenue*

Montana *Department of Revenue*

Nebraska *Nebraska*

Nevada *Department of Taxation*

New Hampshire *New Hampshire Department of Revenue Administration*

New Jersey *New Jersey Division of Taxation*

New Mexico *New Mexico Taxation and Revenue*

New York *New York Department of Taxation & Finance*

North Carolina *North Carolina Department of Revenue*

North Dakota *North Dakota State Tax Department*

Ohio *Ohio Department of Taxation*

Oklahoma *Oklahoma Tax Commission*

Oregon *Oregon Department of Revenue*

Pennsylvania *Pennsylvania*

Rhode Island *Rhode Island Division of Taxation*

South Carolina *South Carolina Department of Revenue*

South Dakota *South Dakota*

Tennessee *Tennessee*

Texas *Window on State Government–Texas Taxes*

Utah *Utah State Tax Commission*

Vermont *Vermont Department of Taxes*

Virginia *Virginia Department of Taxation*

Washington *Washington Department of Revenue*

Washington D.C. *Office of Tax and Revenue*

West Virginia *West Virginia Department of Revenue*

Wisconsin *Wisconsin Department of Revenue*

Wyoming *Wyoming Department of Revenue*



Social Media Presence

I recommend securing a Facebook PAGE for your business, as well as a twitter and Instagram account.

If you can only do one, I recommend Facebook as the most important. Here's how to do it:

<https://www.facebook.com/help/104002523024878>

Website

Next, while not all suppliers require that you have a website, it adds to your look of professionalism. I recommend creating a one-page wordpress site, after choosing a URL that best fits your company name.

You can find domain names here by typing in a combination of words that represent your business:

<http://www.leandomainsearch.com>

1. Register your domain with Godaddy or another registrar.



2. Choose a website host: Either use godaddy hosting, or sign up for a hosting account at hostgator or bluehost or any other hosting company.
3. Go to upwork and place a project for a 1-page wordpress website. I paid \$40 for mine which is about what it should cost.

The developer will ask for your hosting login details. Tell him he needs to install wordpress, pick a theme, and put up a 1-page site with a contact us form.

Ask them to also set up a “purchasing” email address. You will send and receive emails from this address, and put this on your business card.

Here is an example:

www.redkeytreasures.com



Business Cards

If you are going to be meeting any suppliers in person, like at tradeshow, you should create a business card with that company name, and the purchasing email address. If you want a separate phone \$ for your business (which I highly recommend), you can set one up for a low monthly fee at www.grasshopper.com



MAKING FIRST CONTACT

Now you are ready to email potential suppliers.

First, send the sales team an email introducing yourself and your company.

I include in the first email that I am also a 3rd party seller on Amazon.

Here is the text I send. Modify to meet your own needs:

*Subject line: Application to Sell Your Product
Send From: Your new purchasing email address
Email Body:*

*Dear Sales Manager,
My company is interested in carrying your products. We already work with other companies as resellers and feel your products would be a great addition to our product mix.
Can you please email your New Wholesale Account application, along with information about your requirements.
We are primarily 3rd party Amazon sellers, but plan to expand to other eCommerce platforms.
Feel free to contact me directly to talk about how we can best work together.*

*Thank you,
Barbara Drazga, Purchasing Director
Red Key Treasures
www.RedKeyTreasures.com
Phone#*



If I don't receive a response from a company within 3 days of sending the email, I reach out again in an email, OR I will pick up the phone and ask for the sales department for resellers.



GETTING TO KNOW YOU

Once the supplier responds, they will ask for any number of things including asking you to complete a few forms like a New Client Form, and a Credit Application.

Here is an example of one supplier's set up requirements:

- Resale Certificate
- Business License
- Business Name
- Business Address
- Main Contact Person
- Email
- Phone#
- URL/Website
- Social Media for store
- Intent to sell (online and or in store):
- Other Product Lines Carried



Often you can tell them you will be paying with credit card and do not need credit terms and they will waive this requirement. Some companies require it.

When you submit these documents ask them if there is a wholesale-only website login showing your pricing.

Also, you want to request an excel or csv file of their catalog. Not all companies have this, but ask up front. You can run these files through a service that will match their UPCs with Amazon catalog listings and give you immediate data on what you can sell profitably.

If they do NOT have a csv catalog, but DO have a seller portal on their website, there is a way to extract the catalog data directly from their website. I talk more about that in my [advance wholesale training](#).



AFTER APPROVAL

Request their catalog in excel or "CSV" format and put that file through a product evaluation service to find the most profitable, fast moving, low rank products on the list. (Contact me for a list of these services).

I recommend you place an initial test order.

After you have determined the long-term sellability of a product you may be able to reduce the prep time and expense if your supplier will ship directly to Amazon for you.

Ask your new supplier if they have ever shipped directly to Amazon on a customer's behalf. This would involve the use of case packing and Amazon labelling your product, but may decrease your overall cost per unit once it's set up.



Ready to Get Started?

We offer wholesale supplier lists ready for you to contact to create your accounts, and start placing orders!

Browse our current directories here:

<https://gumroad.com/a/280966259>