

# The Shopify Plus Startup Checklist

## for Selling Wholesale

### Pricing

- Conduct research to determine your wholesale pricing strategy (usually around 50% off your retail prices).
- Set any minimum order quantities (MOQs).
- Negotiate with your suppliers on lower prices for larger orders.
- Develop a manufacturer's suggested retail price (MSRP).
- Consider volume-based discounts.
- Consider more flexible payment terms (e.g., net 30).
- Consider offering different payment options (e.g., e-check or digital wallet).

### Storefront

- Create a password-protected [wholesale channel](#).
- Create a wholesale [price list](#).
- Add net payment terms and payment collection features to your store (e.g., Afterpay).
- Add a "wholesale inquiries" link to your main Shopify store's footer.
  - Allow prospective buyers to apply for a [wholesale account](#).
- Optimize your search and catalog browsing features.
- Review and ensure that you're offering a buyer-centric journey.
- Create a test order to review the wholesale customer experience, including invoicing, payment, and fulfillment.

### Operations

- Design a sales sheet or product brochure for prospective retailers.
- Conduct research on every retailer (e.g., request references), especially if you offer flexible payment terms.
- Consider offering free samples.
- Research dropshipping opportunities — you would be the one dropshipping!

### Marketing

- Create B2B buyer personas.
- Join a wholesale marketplace to reach prospective buyers. (Many can import your Shopify product list automatically!)
  - Handshake
  - Faire
  - Abound
- Attend trade shows.
- Reach out to complementary brands that might enjoy your products.
- Hire a B2B sales rep (if you have the budget).
- Leverage existing relationships with customers.
- Make sure your B2B tone and voice aren't boring — ultimately, you're still trying to connect with people.