

Marketplace Superheroes:

Module #4 – 4S Product Gauntlet - Select

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Selecting the “Right” Product



The Shortlist Phase is complete, and now you have a link table of products that are ranked in order of their score. You still need to do a little more work to figure out the “right” product to sell. At this point, you may be a little bit surprised about what items are topping your list. That’s why your research is important though. It eliminates any preconceived ideas or hang-ups you may have.

It’s totally normal for you to have a ‘surprise #1 item’, and often times, products that you expect to be winners won’t make it through this filtering process. However, it’s really important that you let the data be your guide. You don’t want to let your passion for a product or a gut feeling be your guide because this will lead you into making poor decisions. When you do this, you are blind to some of the variables that are involved. However, if you use the Xcellerator software to make your decisions, the variables are laid out before you and different factors are calculated so that the right choice to make becomes clearer.

In this lesson, you are going to get a better picture of how the software helps you to make sure you are choosing the right product. If you didn’t take the time to accurately score these products, it’s strongly advised that you go back and do so. It’s now coming to the crosshairs as to whether or not to invest in a certain product. Since this is a systemized process, if you’ve made a mistake or scored something incorrectly, that’s going to affect you the rest of the way

through. So, if you feel that you may need to, go ahead and check over your work and changes things up if you find any mistakes.

This next phase is going to take some time, but just follow along and work on it. Slowly and surely, you'll get through it. This is also where it's going to get exciting for you though. You are going to be looking at who the supplier is, where they are, how big the product is, and so on. All of this is going to allow you to actively calculate your profit. There are two things in this section that you're going to see, and both are very, very important. They are the profit of investment (POI) and the profit on return (POR). A lot of other trainings don't dive deeply enough into this subject matter.

If you are shipping something around the world, the dimensions of a product are extremely imperative to your bottom line. That being said, you need this type of data to accurately calculate your POI and POR. Just to make things clear, your POI is what you've actually made from your product from raw costs.

Let's say that you have bought a product for \$5, and you're looking for a POI of 100%, you're looking for a \$5 profit on that item. Your POR is slightly different. This is a profit overturn. In this case, you're actually taking the price that you're selling the item for and working out what the percentage is that you're actually making.

If this is all new to you, it can be a little scary. Robert and Stephen both understand that, and in fact, Stephen remembers it scaring him too when he first got started. The good news is that the Xcellerator software helps you so that you don't have to worry about the calculations and all the factors that play out behind the scenes. It will take care of it all for you, as long as you entered in all of the data correctly in the first place.

There are other calculators and methods that you can use to figure out what your profit would be. For example, you have the FBA calculator. However, it's recommended that you ignore all of these different things and just use the software. That's because these other calculators and such don't take into account all of the various factors that come into play. These other tools don't know your cost price, your shipping price, and other variables involved. So, they can't deliver the accuracy that you need like the Xcellerator software can. Using this tool, you'll be able to drill down to the final cent.

You don't want to be put into a position where you start seeing money roll in and then it's all gone as quickly as it came. This is what happens when you aren't making an adequate amount of profit. That's why you need to be very exact at this point and make sure that your POI and POR are at the level that is recommended within this training.

The screenshot shows the XCELLERATOR 'Shortlist' interface. A pop-up window titled 'Shortlist League Table' is displayed over the main list. The pop-up contains a table with two columns: 'Short Description' and 'Score'. The main interface shows a list of products with columns for 'Short Description', 'FBA', and 'Score'.

Short Description	Score
Pest Pistol	14
Universal Fit Gutter Cleaning Kit for Blowers	13
Water tight cord connect	12
Pool defender	12
Gardex Leaf Scoops	11
BBQ Grill Cover	10
Survival Pocket Chain Saw with Pouch	10
Stainless-Steel Seasoning Injector	9
BBQ Grill Brush	7

Short Description	FBA	Score
Completed (8)		
Pest Pistol B02DN52CE	Own Fulfilled	14
Universal Fit Gutter Cleaning Kit for Blowers B00UBH4W6	Own Fulfilled	13
Water tight cord connect B02N4F7X38	Own Fulfilled	12
Pool defender B0348F7X3AC	FBA by 3rd Party Seller	12
Gardex Leaf Scoops B02N4F7X3Y	FBA by 3rd Party Seller	11
BBQ Grill Cover B02N4F7X3EM	FBA by 3rd Party Seller	10
Survival Pocket Chain Saw with Pouch B02N4F7X38	FBA by 3rd Party Seller	10
Stainless-Steel Seasoning Injector B02N4F7X3VA	Own Fulfilled	9

Robert and Stephen have both seen training that seems very scary to them because they don't discuss details such as weight and dimension. They basically say "Find a cost price, figure out what you're going to sell it for, and work it out in between." There's a lot more that goes into this. You've got to use a proven formula. Robert and Stephen have been using the formulas found in this system for a number of years now. They are completely accurate, and they take into consideration every single element that you need to work out.

What's exhilarating is that you're getting very close to choosing your product. By the end of this section, you're going to have everything that you need to go ahead and order a sample of what seems to be the "right" product. At that point, you can decide how good or bad the product you have chosen really is. If it's not good enough, don't worry, you'll learn what to do next by the end of the training. You'll also know what to do if your product does end up being good enough, such as how to go about purchasing more stock. You're in great shape either way. So, let's get started.

From your 'Shortlist' interface, you can click the button next to the word 'Shortlist'. A list will appear, and the data within it will show which items are doing best. This is demonstrated above. Next, you'll close this link table, go to your bottom menu, and click on the third option there, which will lead you into the 'Select' interface. All of the items that scored well enough in Shortlist Phase will now be listed down at the bottom of the Select interface. This is the 'uncompleted' area of the Select Phase. Now it's time to move on into this phase.

Your New Research List

WE NEED TO FIGURE OUT / CALCULATE THE...



1. Product SKU
2. Product Features
3. TAV 18
4. Pack Sizes
5. Bonuses + Bonus Pricing
6. FOB Cost Price
7. Product Dimensions & Weight
8. MOQ
9. Final FOB Calculation

To complete this stage, you need to concentrate on the data that you have acquired in order to find out which products are the most profitable, and therefore, the most logical. So, what exactly do you need to find out about? Here are the required data and information that you need:

1. Product SKU
2. Product Features
3. TAV 18
4. Pack Sizes
5. Bonuses & Bonus Pricing
6. FOB Cost Price
7. Product Dimensions & Weight
8. MOQ

9. Final FOB Calculation

This information will be derived from a variety of sources. There are some calculations that the Xcellerator software will handle for you. Other data will come from new suppliers that you are going to find. There are also going to be some new formulas and frameworks that you're going to learn about, and you are going to be taught how to stand out against your competition. To begin, let's go over each of these different elements one by one.

1. Product SKU

What is a product SKU? It's a unique, identifying code that is created for a product. The formula for this is: Brand + Product + Size + Color. You are going to learn how to use this formula for your own products in the section to follow. When you are using this formula, be very careful with colors. For example, you might use 'BK' to represent black so that you don't confuse it with black.

2. Product Features

You need to identify what features make a product tick. How do you figure out which features are important? You can do that by checking out competitor listings. Specifically, you'll research multiple products and log the common features. For example, you might write in your log something like "6 foot Pool Rake with rounded corners". You need to at least 'match' your competitors' product features to compete. This will be covered in further detail within the next few sections of this module.

3. TAV18

At this point, you're probably wondering what the heck 'TAV18' means. The truth is that you shouldn't know what it means yet because Stephen and Robert came up with this concept and haven't yet explained it. The term 'TAV18' simply means that your product must be different in some way from that of the competition. So, how can you be different? You can make your product look different cosmetically, you can make it have different features, you can include enhanced features, or you can have a different pack size.

Never forget that if your product is identical to that of the competition, this will ultimately lead to lower prices for your product, lower margins, and lower profits. If you decide to sell

something that's identical to your competition, don't take for granted the fact that Amazon customers are extremely savvy. So, pay close attention to that aspect of all of this.

At times it may seem impossible to alter your product cosmetically. For example, all of the trash bags on Amazon may look the same, and you can't think of any ways to make yours look different than the rest. That's okay because you can still differentiate your product by adding extra features or enhancing your product's features. For instance, in this case you might want to enhance your product by adding drawstrings or easy-to-use packaging. Also, other things like the strength of your photography, your bonus, and the strength of your listing will help you to stand out against your competition.

4. Pack Sizes

This is another great way to differentiate your product. Using a different, or different, pack sizes for a product is a great idea for many reasons. First of all, this provides extra value to your customers, which makes it an awesome way to compete. After all, customers want more value with convenience.

If you can create a 'Combo Cocktail', consisting of a valuable pack size and a relevant product bonus, you can really start to separate yourself out from the pack. One thing that you will learn within this lesson is about the economics of these pack sizes and the 'sweet spot' that you must hit to ensure that this is a profitable strategy.

5. Product Bonuses

A product bonus is an extra item that's included with a product in order to provide extra value to customers. These can be an extra physical product that doesn't technically cost the customer any extra money on the frontend. In other words, a bonus should be included in the pricing. This is a great way to compete, and in fact, it's a terrific way to eventually dominate your competition altogether. In a later section, the economics of this will be covered in this lesson. For now, just know that you need to calculate your figures very closely when you're sourcing your product bonus.

WHAT'S THE FOB?



- Price quoted by supplier
- Free on Board / Freight on Board
- Pays up until departure – you cover once on boat
- Vital to find out to calculate profit accurately

6. FOB Cost Price

What is FOB? That's the price quoted by a supplier. This is also known as your raw cost. FOB stands for 'Free on Board' or 'Freight on Board'. This price quotation will cover the cost of your product up until the point of departure from origin. In other words, from the point when your product is moved from the factory to the vessel that will transport it. It is vital to find out exactly what the cost is and use it to calculate your profit accurately. There are other costs involved as well, and these will be covered in future lesson. These costs are mostly related to packaging and freight. Don't worry. The software will help you to factor in these costs and ensure that you are making the optimum profit margin.

7. Product Dimensions & Weight

The dimensions and weight of your product is something that your supplier is going to provide you with. This will be the package dimensions of your product. You'll want to find out what the longest side of the product, sometimes known as then length, will be. You'll also want to know the medium size measures, which is sometimes know as the width, and about the shortest side, which is sometimes known as the height. This will all be covered further in this lesson.

8. MOQ

The term 'MOQ' stands for 'Minimum Order Quantity'. This is the least amount of units that your supplier will permit you to order. A MOQ is generally negotiable. Robert and Stephen will be sharing the exact scripts that they use when negotiating with their suppliers as part of this training.

9. Final FOB Calculation

You'll calculate this final FOB once you have found out about your primary pricing and bonus pricing from your supplier. This will form the basis of your ongoing business. You'll need to monitor any changes that occur with your FOB. You'll also need to watch your POI and your POR figures closely when you have the correct FOB price.

Creating Product SKUs

The Formula...

2 Character Code =>	Brand +
3 Character Code =>	Product Type +
Characters =>	Style +
Digits =>	Quantity +
2 Characters =>	Color+

Now it's time to take a look at how to create a product SKU. There's a certain formula that you can use to do this. Above you can see that this system has been broken down. You'll use two characters for the brand, three characters for the product type, one or more characters for the style, digits for the quantity, and two characters for the color.

Let's say, for example, the brand is SwimTime. To represent this, you might use the letters 'ST' for the brand. Now, let's say that the product type was a pool rake, it was sized at 130cm, it was blue, and the package only contained one item. In the SKU you could use the letters 'PLR' to represent 'Pool Rake', '130' to represent the style/size, the number '1' to stand for the quantity, and then the letters 'BL' for the color blue. This would make this item's SKU 'ST-PLR-130-1-BL'.

Below you'll find another example. As you can see, the brand is HomeTime. This is represented by the letters 'HT'. This product is a barbeque mat, so that would be 'BQM'. Next, the product is 90cm x 60cm. This is considered the style of the product, and it is represented by the numbers 9060. This package comes with a quantity of two, and the color of the items is black, represented by the letters 'BK'. So, the SKU for this product would be 'HT-BQM-9060-2-BK'.

BRAND

HomeTime = HT

PRODUCT
TYPE

BBQ Mat = BQM

STYLE

90cm x 60cm = 9060

QTY

2

COLOR

Black= BK

Checking Out the Competition

THINGS WE'RE GOING TO CHECK



- How many competing lines are there?
- Pricing across competing lines?
- What does the competition offer?
- Watch POI & POR closely when you have the correct FOB price

In this portion of the lesson, you are going to learn how to check out the competition on the Amazon marketplace for an item that you would like to sell. Up until now, you have been looking at one item and one item only. You need to take this a step further by looking at all of the competing products that are selling. In other words, you went into the top 100 in your research, but you now need to go into the top 500, top 1000, and also into some of the subcategories and sub-subcategories.

What you want to know is if there is a gap in the market on Amazon for the particular item you're looking into. If there's no gap, then there's no point in jumping in. You don't want to try and compete in a market that's far too competitive and/or where there are too many well-established products. There's no point in spending your money and your time investing in something that you can't get a foothold in.

A product that you have been looking at may have proven itself to be profitable in your research, and when you look at your figures, you find that it's logical as well. However, you still have to question if it's viable and possible to sell when all things are considered, such as the competition. In this section, you're going to learn the details on how to do this.

What kinds of things do you want to check? First of all, you want to look at how many competing lines there are. Next, you'll want to look at the pricing across the competing lines, and then look into exactly what your competitors are offering. Do they offer extra add-ons or

pack sizes that will be hard to compete against. Finally, and most importantly, when you have the correct FOB price from your supplier, you're going to watch your POI and POR figures very closely.

Ideally, when you look into the competition, you want there to be very few sellers with competing items, and you want most of them to be non-FBA sellers, meaning that they are fulfilling orders on their own. Also, you want to find that the sellers you're competing with have poor listings and/or those listings are missing vital elements that could turn browsers into buyers. On top of that, you want to find that your competitors aren't offering bonuses or additional pack sizes.

The goal is to look at the product in your lead table and then try to find items that match the ideal product competition profile described above. In summary, you want to find products that have as little competing profiles as possible, sellers that are not using FBA, are as isolated as possible, meaning without bonuses as possible, and have as few listing elements in place as possible. This will give you a really good indication of how well you can compete.

It's important that you make sure that you don't get involved with the reverse. Let's take a little better look at this right now. You want to steer clear of any scenarios where there are pages and pages of people selling the exact same product that you're trying to sell. The reason for that is you want your product to become the #1 product for that specific category, ideally. To do that, you have to know your competition first.

Many sellers fall into the trap where they select what they know to be a good product, but then they rush to get it up without really looking at what they're up against. There's a lot you need to check into, as far as the competition goes, because that can really stunt your growth. This is especially true when you are first starting to get a product off of the ground. The only way to get your product into a #1 spot is to provide to the demand where there is a limited supply. That's just simple economics.

There are two things, essentially, that you need to do. First, you need to look to see if there is a gap in the market and look to see if there's something that the competition is not doing that we can do. Secondly, you need to look at what they are doing right. Are their listings good? Are their images good? Do they offer bonuses? What pack sizes are they offering? If they are doing well with their products in these ways, all of the competitive things that you can do will be a wasted effort because you can't really compete.

You need to look at how many competitors there are because you aren't going to use social ads to drive demand. This goes back to the concept that you don't want to create demand, you want to fulfill it. A lot of people are taught that they can just go into the top 500, pick any random product, and just drive social ads to it. Then, offer the product for a \$1, and if you do

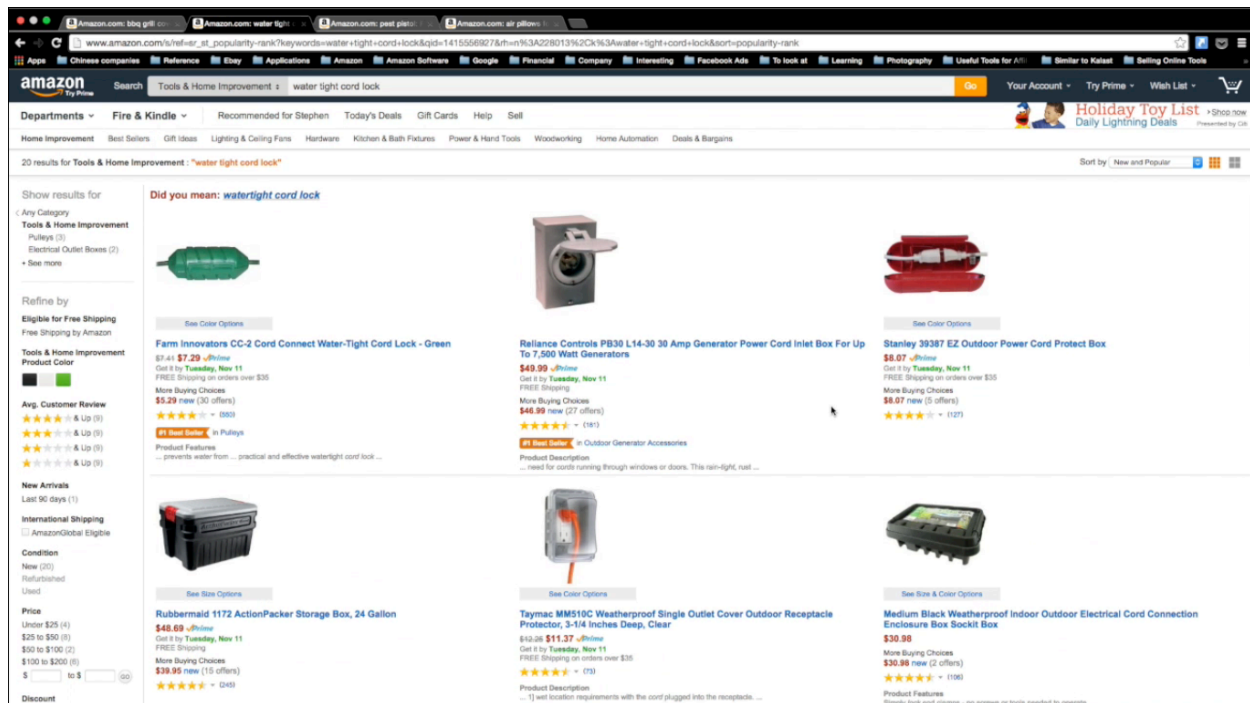
that, people will go to your Amazon listing and buy it. This, they say, will cause their product to be at the top of the search results. That's not what you're being taught to do in this lesson. You're learning to take a more strategic result where you find a gap in the market and find ways to improve what's already there with your own product. If you can do that, then you stand a good chance of dominating that market.

Driving social ads and such, it's actually pretty costly. If you're giving your product away for a dollar, but you're buying it for \$10, you'll be losing every single time. You're not only losing on the cost of the product itself, but your losing when it comes to the cost of shipping that product and shipping out to your customers. It's best to just do your research, find out what the competition is doing, and figure out what you can do better than what they are doing.

Let's take into account some of the items that you have found within your research and take a look at the competition that's out there for them. You also want to assess the size of your competition. If there is a lot of competition, you don't really want to get involved with the product that you're checking into because it is difficult to break into a market that's really large. If you remember, Robert found a barbecue cover in one of the last session which seemed like it may be a viable product to sell.

To bring up the barbecue cover again, Robert went into Amazon and selected the top level category that it was in from the left-hand side of the screen. The category was 'Patio, Lawn & Garden', and from there he chose 'New & Popular', which was also located on the left-hand side of the screen. He did this to look and see what items were the top-selling items for this category.

There were a lot of barbecue grill covers within this category, and on top of that, they were being offered in all kinds of different sizes. So, not only is this market very competitive, it would also be difficult to decide which actual product you would buy. Even if you move onto the second or third page of these results, you would continue to find more and more of them. At this point, Robert moved on to the next potential item he had found during his research. It was a watertight cord lock. He typed the item's name into the search bar, and then he went to the category it resided in which was 'Tools & Home Improvement'. Next, he went to 'New & Popular'.



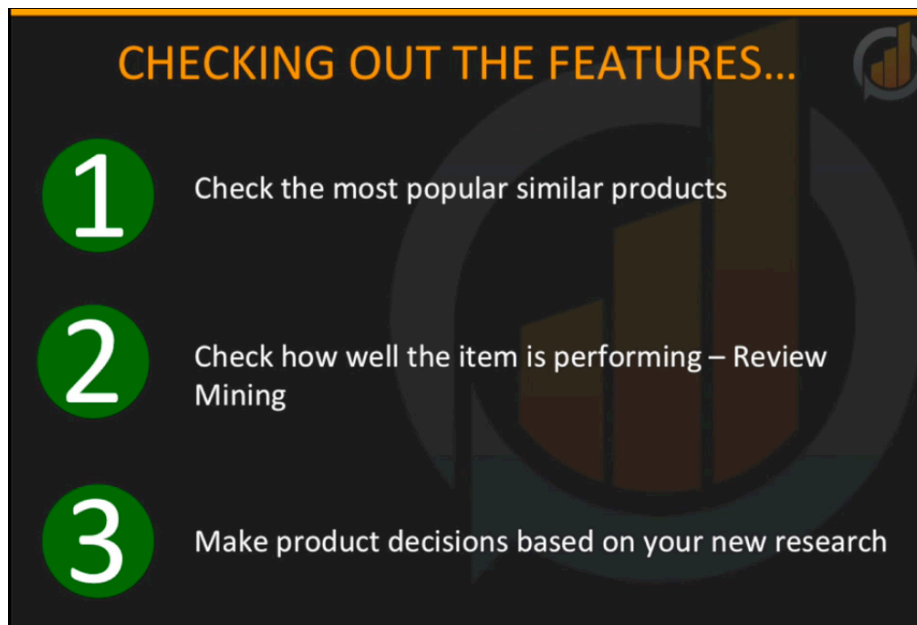
In the screenshot above, you'll find the cord lock that Robert had identified. It's the green colored one that's located at the top-left. There are different versions of this item, but they aren't the exact same, and there are only two or three of these items currently on sale. That means this marketplace is pretty open. Therefore, this would be a good example of a product one might consider selling, if the pricing were right, that is. Another example of a marketplace that is open is a pest pistol. There are only one or two other items such as this available for sales, so this probably would be a good market to get involved in. You want your competition to be at this sort of level.

Robert shared one more example in his case study, but was an example of a marketplace that you wouldn't want to get involved in. The item he looked up was the 'Air Pillow'. Although this pillow fit the 'Search' and 'Shortlist' criteria, upon checking out the competition, Robert found that there were tons and tons of these pillows for sale on Amazon. This would be a very difficult market to break into, even if you had a better product with bonuses and everything.

One type of that a lot of marketers use in their training, and many people try to sell, are yoga mats. If you looked up this item, you would see that there are just tons and tons of variations of this product for sale. Obviously, this isn't a marketplace that you'd want to get involved in. The sheer amount of products that are available there would prevent you from being able to compete, even if yours were remarkably better and included bonuses and extra features. On the hand, if you can find a marketplace where only two or three versions of your chosen items were available, you would have a much higher chance of success.

The size of the market is what you want to start off looking at first and foremost. If there's not a gap in the market there for you, there's no sense in checking out the quality of the competitor's listing or anything else. Whether they are products just like the one you want to sell, or products that are slightly different but serve the same purpose, you want to make sure there aren't a lot of competing products to contend with. When you find products that have a smaller amount of competition take note of them and eliminate any where there is too much competition.

Knowing Your Product Features



It's time to drill down into the features of your products. It's true that features tell and benefits sell. You have to make sure that the right features are present so that we can then sell the benefits to your customers. Up until now, the training hasn't focused on the actual product that you're going to be selling. You have to look at what features your product must have as well as some extra features that you can add. So, let's look at the products that have been selected and look at the features that your products are going to need.

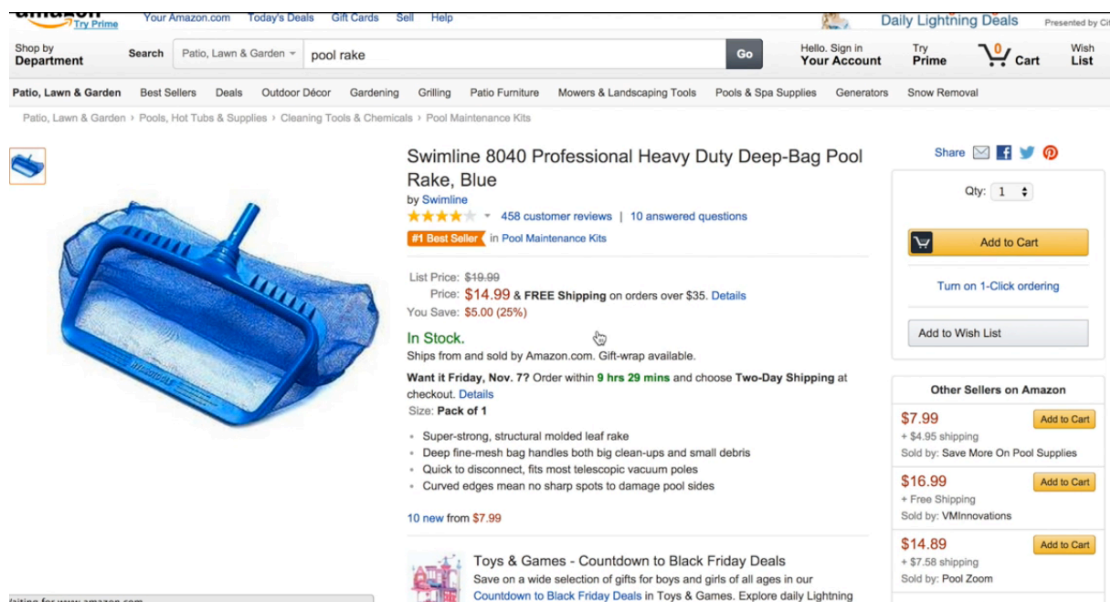
Also, it's time to look at the information that's already out there in the form of customer reviews and so on. The reviews are going to tell you what the customers liked about the products that they have already bought as well as what they didn't like about the product they purchased. This will give you the chance to improve your product. That way, you can have a product that includes the additional features that people want and are void of things that people dislike.

You don't want to get too creative here; you're not trying to create a product from scratch. You also don't want to have product mold these special features. Instead, you are going to go after suppliers that already have what you require. You are going to have your product manufactured, but you won't be building them from your design or anything like that.

So, how do you know what features your product must have in order to compete? To figure this out, you're going to go through a three-step process. The steps are:

1. Check the most popular similar products
2. Check how well the item is performing – Review Mining
3. Make product decisions based on your new research

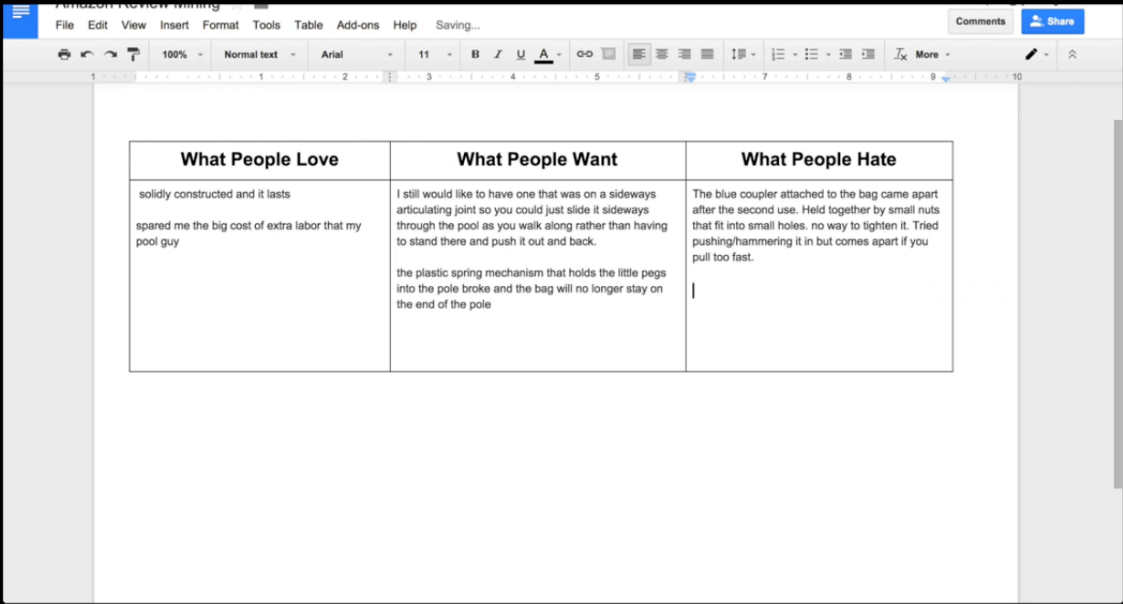
Now it's time to learn a little about Amazon review mining. The goal is to look at the product that you have been researching and get a feel for what people love about that product, what people like to see with the product, and what people hate. All that this means is that you are going to go into the reviews of the product and look at specific things people are saying about that product. Particularly, you are going to read into what they love, what they want, and what they hate pertaining to the product you are researching.



To begin, go to Amazon.com the product that you are researching as well as the similar products that come up in your search. In the case study example for this portion of the lesson, Stephen looked up pool rakes. Let's say item shown above was the one that you were researching. If you were to scroll down this page, you would find the reviews for this product. To figure out what people love about a product, you would generally look at the five and four-star reviews for a product. Then, to find what people would have wanted, you would look at the three-star reviews. Finally, you'll find out about what people disliked by looking at the two or one-star reviews.

You are going to want to go through every review that you can until you're not getting any more pertinent content, and you are going to copy anything relevant into a document that breaks down the information by hate, want, and like. You might even create a table for this.

Again, you are starting out by looking at what people love about the product at hand. One thing that people liked about this product was that it was solidly constructed. So, Stephen pasted this bit of data into the table that he created, which is shown below. He also found a review that said this product spared a customer extra cost in labor.



What People Love	What People Want	What People Hate
solidly constructed and it lasts spared me the big cost of extra labor that my pool guy	I still would like to have one that was on a sideways articulating joint so you could just slide it sideways through the pool as you walk along rather than having to stand there and push it out and back. the plastic spring mechanism that holds the little pegs into the pole broke and the bag will no longer stay on the end of the pole	The blue coupler attached to the bag came apart after the second use. Held together by small nuts that fit into small holes. no way to tighten it. Tried pushing/hammering it in but comes apart if you pull too fast.

The data that is collected from this is actually going to be used in three different ways altogether. Again, you're going to want to take note of some of the things that people wanted and hated as well. You are going to want to make sure that you avoid things that people hated about the product.

You're going to use this information in your sampling phase as well to ensure that the product you are ordering is up to par. For example, when you get a physical version of it sent to your house, you are going to want to test it. So, if the reviews for competing products say that the item being referred to breaks easily, you're going to want to test your product to make sure that isn't a problem with it. Then, later on, you're going to use this collection of data again to build your listing.

The more specific the comments are that you find, the better it will be for you. Sometimes these reviews can be very vague though. As you go through these reviews, it's going to start to become very clear what people like and don't like about a product. Pay special attention to the things that people are saying over and over. Those types of statements shed some light on what the real problems and benefits of that product really are.

In one of the reviews, one person says that they would like to have a sideways articulating joint. Stephen thought that this was interesting. If this was a product you were looking into, you might look to see if you could find a pool rake with this type of feature. When people make note of features that they would like to have, you might also try to figure out a way to use their suggestions for bonuses. You may even get an idea for something to your product that no one else on Amazon currently has, which can give your product a big advantage in the marketplace. The point is just to follow what the customer wants.

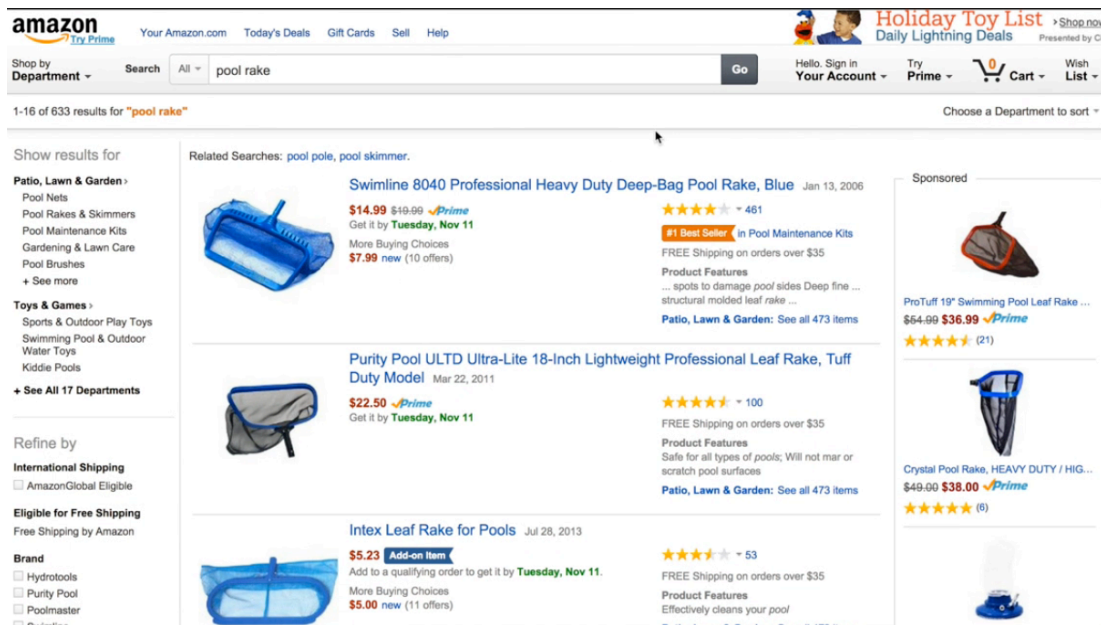
In another comment, Stephen found that a customer had a problem with the plastic spring element breaking in their pool rake. In this case, you could add to your chart, saying that the person wanted a stronger mechanism that would hold the pegs into the pole better. This is something that you could talk to your supplier about to ensure that this doesn't happen with your product. You could place this comment in the 'hate' category, but whoever wrote this statement wasn't upset about this. They did say that they got nine months of use out of this product, but that it would be nice if that particular part had been made better.

You'll find comments about what people didn't like or even hated about a product in its one and two-star reviews. One 'hate' statement that Stephen found was "It is very flimsy, and the net is not attached well to the frame. He obviously added this to his list.

The list that you put together should be quite long, but at the same time, you should only highlight and paste in the major points, not the entire review. A good length for your list would be one page, if not two pages, long. You want to have lots of different comments for all three categories. Again, aside for using this information to create a product that's superior to your competition's, but you're going to use this list to test out the sample product that you get. Plus, you might use this to come up with additional features and add-ons for your product.

At this point, since you are using it to figure out if there's any way to make your product better, you're going to concentrate on the 'want' section the most for now. You'll want to pay attention to what people love about the product as well because you need to be sure to include these features as well so that you can compete with the other products in your market at a base level. Then, you're going to pay attention to the 'want' section so that you can differentiate your product and provide your customers with what they are really looking for.

Should I Sell Identical Products



Now that you have gathered some information on your competitors it's time to look back at the product that you are sourcing. You don't want to sell identical products because this will turn your product into a commodity like the other products, which just drives prices down. So, what can you do about this?

You know what features your product must have by now, and you have drilled down into your competitors' product listing, so you have a sense how their products are succeeding and failing. Before going any further, you might even purchase one to three of these competing products so that you can get a feel for how good their packaging is, how good their product is, and how well it functions. This is a great thing to do because you really want to know your product inside and out. That way, you can do things that they're not doing and dominate the market over time.

It's time to look at TAV18. To better explain this, let's first look at how Robert and Stephen came up with this term. You see, they used to sell a lot of AV shelving, and at the time they had two different types. One was TAV10 and the other was TAV18. The TAV10 was the one everyone else was selling, and it was a new product when they first started selling it. However, people kept bringing the same version of the product to market. It was very hard to differentiate this product from the others.

At the time, Robert and Stephen knew that AV shelving was selling very well, but they knew that they couldn't continue on this path with everyone else selling the same products. So, they decided to bring in something that looked cosmetically different from the rest. This product was the TAV18. Although it looked different, it did the same thing as the other. In other words, you could use it to hold a PlayStation or some other kind of cable box; it just looked dissimilar because it had a different design.

An interesting thing happened next. The TAV18 started to sell a lot better than the TAV10. The reason for that was quite simple. It looked different than what everyone else was selling. As a result, Robert and Stephen were able to set apart their product and carve out a nice niche in that market. That's why this action is referred to as TAV18. It means that a product is cosmetically different but fulfills the same function.

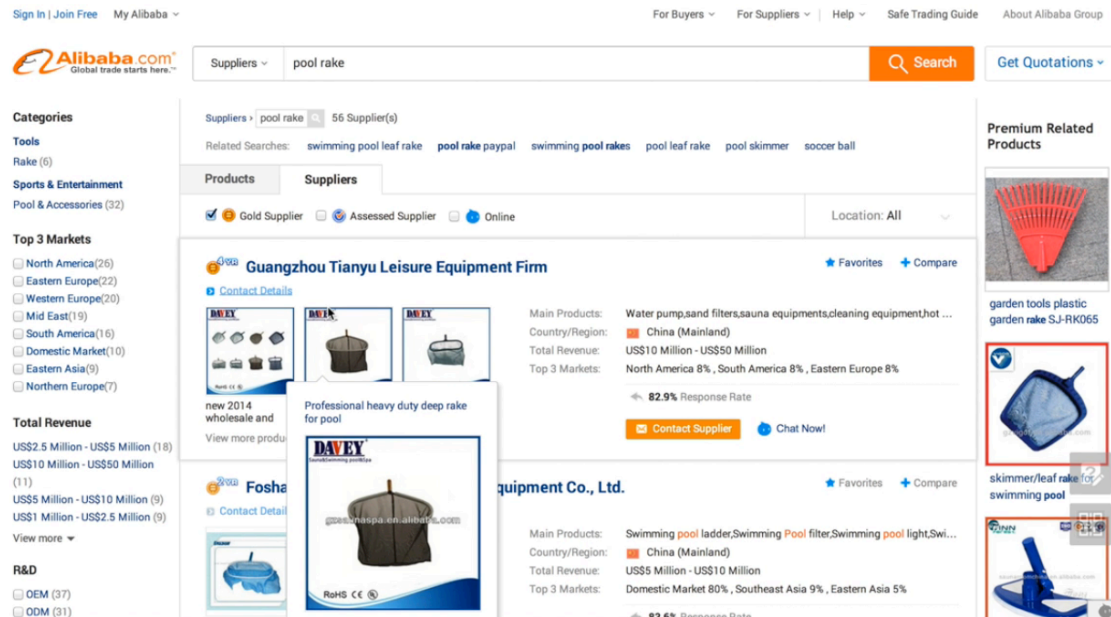


If you were to look up 'pool rake' on Amazon.com, you would find that there are a variety of pool rakes with various designs and colors. Let's say that you wanted to find one of these, but one that was cosmetically different. To do that, you would want to look on Alibaba.com and search for this item. Stephen did this and found many products that looked very similar to the ones selling on Amazon. However, he did find one that was quite different. It is shown in the screenshot above.

If Stephen were really going to sell this product, he would contact the supplier and ask about this particular unit. You would want to know if it falls within the same price range and that sort of thing, and you would want to make sure that it fulfills the same function as the other ones. Now, let's say that you scrolled through the results and all of the products that you came across looked the same. What you would want to do then is find the supplier that looks the best,

making sure that they are a 'Gold Supplier' and all of that. Then, you would get in touch with that supplier and ask if they had a different version of the product that you're looking into.

You might want to show you a picture of the product that you are looking into, and you can do that by just saving the picture and showing that to them. You wouldn't want to show them the listing because you really don't want them to know that you just sell on Amazon. Anyway, you would ask them something to the effect of "Do you have any pool rakes that look different than this one?"

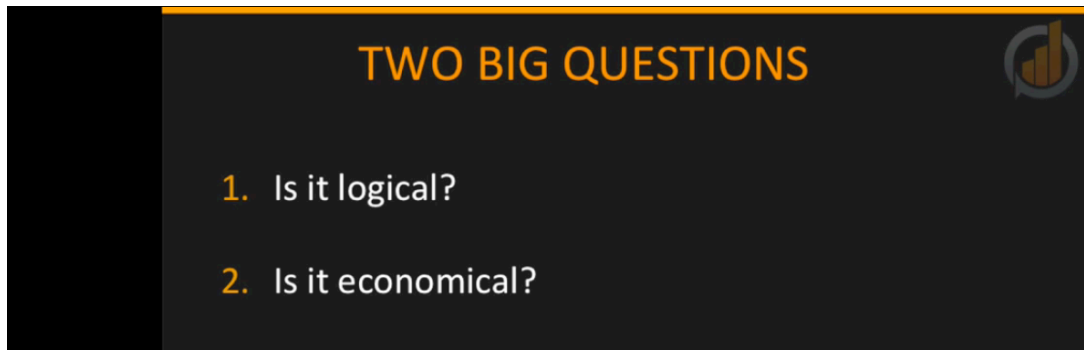


Just know that the term 'TAV18' simply refers to finding a product that has the same functionality as the other products in your market but looks different. If you take this route, make sure that the product looks very different, or not at all similar, because otherwise it's going to be very hard to separate yourself out from your competition. This is critical. Robert and Stephen made this mistake early on, and they don't want to see you repeat it.

If you don't find a way to differentiate your product from others in the market, not only are you going to have a hard time selling your product, you're also going to have a hard time getting a premium price for your product. You don't want to get stuck in a price war. If you don't know what a price war is, here's how it works. You're going to go into your chosen market at a specific price, and your competitor is going to drop their price since your products are identical. Consumers are going to become confused as to which is better, so they are going to base their buying decision on the price of the product. This is going to force you into dropping your price and eradicating your profit.

There are a number of ways that you can differentiate your product. The easiest way is probably to make it look different cosmetically. This helps to keep the consumer from seeing your product and your competitor's as the same thing and basing their decision on who has the best price. Fortunately, you can usually get another version of just about any product from your supplier that looks different than the rest. However, there are situations where you can't. So, if this happens to you, then you'll want to increase the value of your product by some other means. You might increase the pack size, for example, or add something else in. Give the consumer something extra whenever possible, and always try to over deliver in some way.

Creating Product Packs



It's important that you know that not every product that you sell should or will be sold as a pack. Selling products in a pack is ideal for products that a customer will use more than one of at a time, for disposable or reusable products, and items that are too cheap to be sold individually. An example that will be used throughout this section is a light bulb.

There are two big questions that you have to consider before making the decision to sell pack sizes or not. They are:

1. Is it logical?
2. Is it economical?

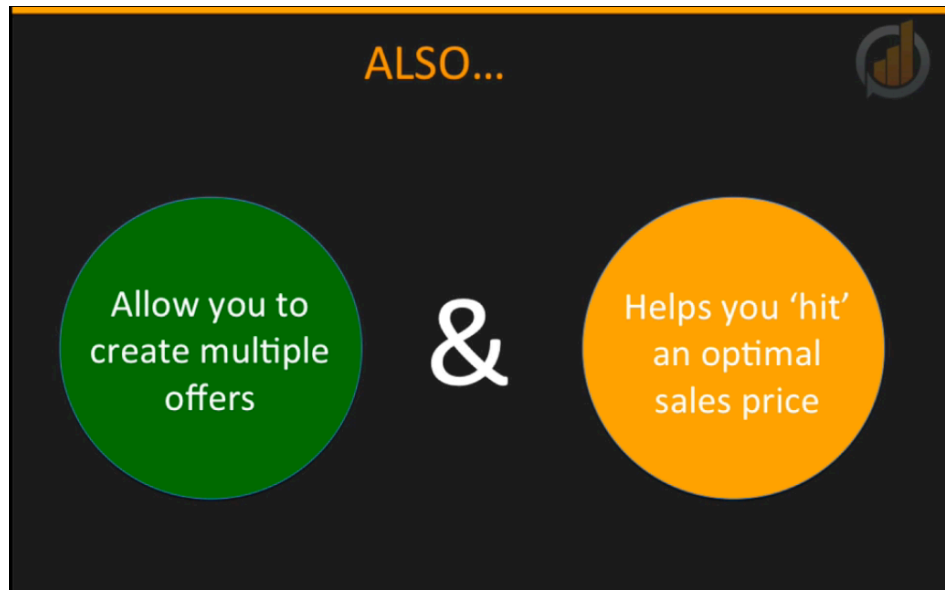
A pack size is when you sell more than one unit of a product at one time in the same package. For example, instead of selling one barbeque mat, you might sell a pack of four. The first big question you would ask is if it were logical to do so. Would someone want to have more than one unit of this product at one time?

How about our light bulb example? Would it be logical to sell more than one of this type of item in a single package? Would someone want to buy more than one light bulb at one time? Of course they would. On the other hand, what if you were selling a vacuum cleaner? It wouldn't be as likely that a person to want to buy more than one vacuum cleaner at one time. Therefore, it wouldn't be logical to try and sell a set of vacuums together.

The second thing to consider is whether it would be economical to sell a pack size. In other words, you would want to consider whether or not you could achieve a per unit price that is more cost effective per piece than what the competition is offering. You would use pack sizes as a way to create an offer that is more valuable to the customer, and at the same time, makes

you an optimum profit. So, the goal here is to genuinely delight customers and offer savings on products with world class delivery included.

Since you are in complete control over both the pack size and the offer itself, you can create pack sizes that aren't necessarily available in stores. Also, pack sizes can help you to form multiple offers. For instance, you can offer a two-pack, a four-pack, and even a ten-pack at the same time if it is both logical and economical to do so. Furthermore, this can help you to hit an optimal sales price.



Let's imagine, for a moment that a product that you have found, and brought through the shortlist process, will sell for \$8. At this price, the profit level may not be ideal. However, if you sell a three-pack at the same time for \$19.99, you may be able to make the best possible profit on this item. This is a win-win because the customer is saving on the per-piece value, but at the same time, you're selling these items at a great price point. Finally, pack sizes differentiate you against your competitors as well as increase the value of your offer.

How do you know when to create a pack? To answer this, let's look at two possible scenarios. In Scenario #1, the product that you have found is a single item. We'll use the light bulb example for this. This particular product lends itself to be sold in a pack. Of course, light bulbs can be sold singularly, but they are really much more valuable to a customer when sold as a pack. A similar example would be a plastic food storage box.

Scenario #2 would be when a product that you have found is already being sold as a multipack. One thing that you could do with this is add more units and maybe even a bonus to complete the package. For example, you might sell a six-pack of light bulbs and then add a bonus to that.

Another example would be to sell a pack of garbage bags, add extra bags, and add a bonus to go with the package as well. The same could be done with plastic lunch boxes and so on.

Always be mindful of the effect of increased pack sizes on your profits and price. Whenever you add more units into a pack, you have to increase your FOB price. Take heed that increasing a pack size can make a product that was profitable turn unprofitable very quickly, especially if you were to add too many units to a pack. Sometimes it's not logical to add too many units to a pack, and if you add too many, you run the risk creating a pack size that's too big, and therefore, illogical for a customer to buy.

You can use the software for this because it can help you to find the 'sweet spot' when it comes to pricing and providing your customer with more value. You'll be learning more about how to do this at the end of this lesson. If you feel like your product would benefit from being sold in a certain pack size, or even would require it, hold that thought until this software demonstration is provided.

Why a Bonus & How Much Should it Cost?

WHY CAN BONUSES HELP YOU SUCCEED?



1. No extra charge to customers
2. Differentiates against similar products
3. Takes time for competition to react
4. Can increase review / feedback rating
5. Price premium & listing longevity

You've heard a lot about bonuses in this lesson. Let's take a closer look at these. Bonuses can help you to succeed for the following reasons:

1. No extra charge to customers
2. Differentiates against similar products
3. Takes time for competition to react
4. Can increase review/feedback rating
5. Price premium and listing longevity

First of all, the customer is getting an extra item that doesn't cost them any more money. It also helps to differentiate you against similar products that are offered by your competition that don't have any bonuses included. On top of that, it takes time for your competition to react to not only your increased pack size but your additional bonus as well. By the time the competition can change their offer, you might be so far ahead that they can't catch up.

Customers love extra value. Whenever you add a product bonus, you dramatically increase the likelihood that a customer will leave you positive feedback and positive reviews. This will help convert even more people to your offer over time, which will then help you to rank better within Amazon, and of course, sell more too. Bonuses can also help you to achieve a more premium price since you are giving the customer more value. They can also help you to hold

your price for a longer period of time because you are offering more value for the price than the competition is. Therefore, your offer will have an increased longevity, which means that you'll make more money over a longer period of time.

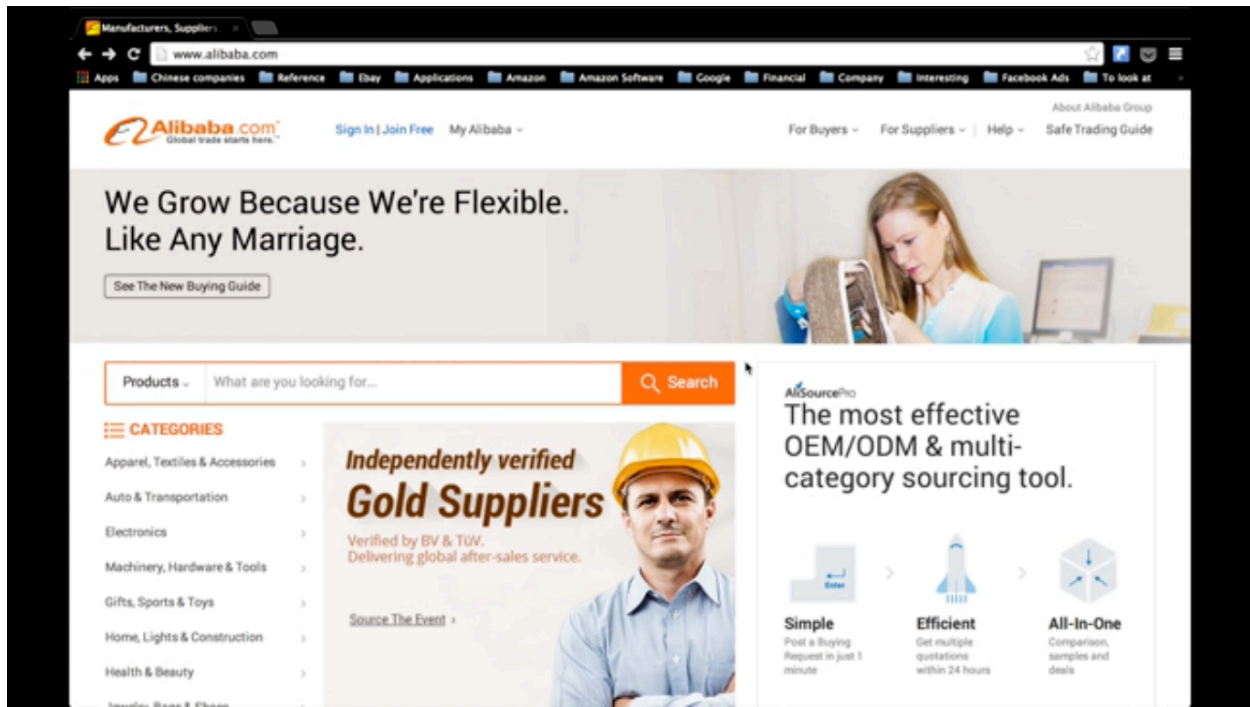
So, what type of bonus should you offer? This is very subjective because your bonus must be related somehow to the primary product. For example, you would never offer bonus golf balls with the purchase of a tennis racket, would you? Of course not. The two aren't related in any way. It should enhance the primary product offer as well.

Let's say you were selling a television bracket. Obviously, whoever buys a television bracket is going to have a television. So, you might offer something that helps them with their television. For instance, you could offer a screen cleaner with your product. This is perfect for the customer because they will now have something that they can get a specific benefit from. If your competition isn't offering anything like this, they will need to come up with a bonus of their own. That means that they will have to source this new bonus and get it put into their packaging going forward. This is what you are shooting for with your bonus.

Whatever bonus you provide should be easily packaged with the primary product. For this reason, you'll want to keep your bonus products as small as possible. As a rule of thumb, if they alter the dimensions of the original packaging for your primary product, then the bonus is too big.

One of the first things to consider when deciding whether or not to add a bonus to your product should be the costs involved. How much should your bonus cost? Robert and Stephen recommend initially calculating the bonus to be 10% of the FOB price. So, if your FOB price is \$5, then your bonus should cost you \$0.50. Take note that this is only an estimation that these men generally use in their own business. It might work out that your bonus will cost even less, but you'll want to be wary if the cost goes over 10% of your FOB because this could impact your profitability. Of course, your bonus should conform to all of your previous product criteria that have been discussed in earlier training modules.

Finding Your Supplier



Let's take a quick look at Alibaba.com (<http://www.Alibaba.com>) and how you're going to use it to find your suppliers. The homepage of this site is shown in the screenshot above. As you can see, the options for signing up for an account or signing into an account can be found at the top of this page. It's a very straightforward signup and it's free to use the service. If you have any difficulties, there are step-by-step instructions on how to go about this in the 'Resources' section of this training.

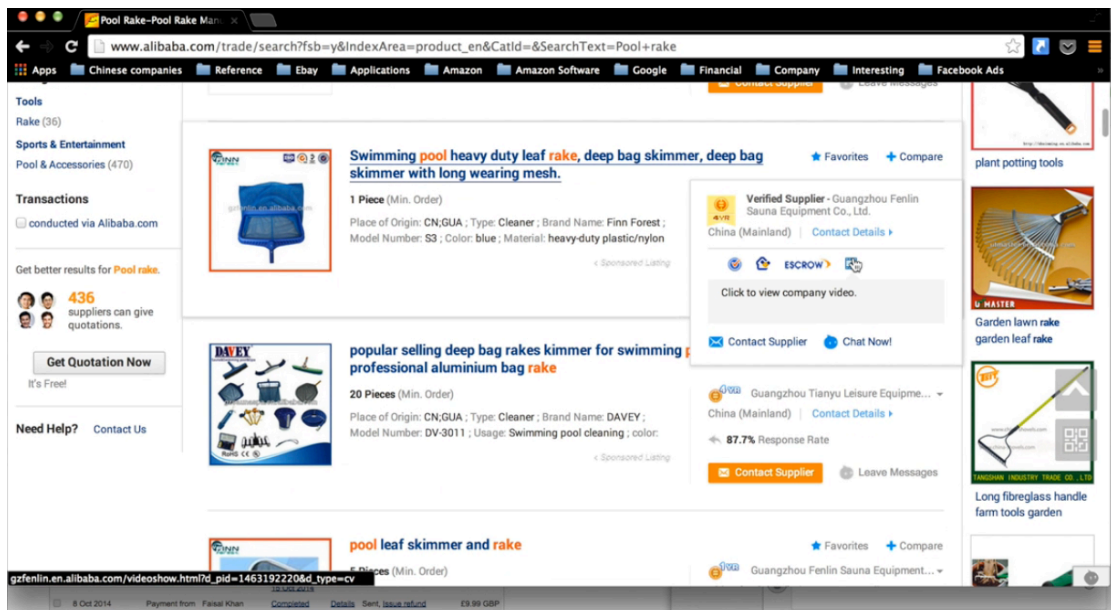
At the top of the screen, you'll find the search bar that you will use to find products on the site. There are also categories listed over on the left-hand side that you can use. If you were to scroll down the homepage, you would find that there are many other options for you to choose from and there are a number of different resources that could be of use to you. Mainly, you'll be using the site's search bar, however.

To begin, you would want to type the name of the product you were looking for into the search bar. In Robert's example, he typed in 'pool rake', and this brought up a lot of different pool rakes to choose from as well as the supplier who makes each one and the per unit price for each. Most of the items that you search for will have a good number of different suppliers to choose from.

There are filtering options listed at the top of the results page that will allow you to refine your search further if you need to. You'll also find search filters over on the left-hand side. You'll find out more about this in the next section of this training. For now, let's jump into one of the results and look at the product detail page.

All you have to do to look at the details of a product is click on the thumbnail image or title of the product on the results list. You can see in the screenshot that at the top of the page general information about the product is provided. This includes a picture of the product and a button that you can use to contact the supplier. If you want to learn even more about the product, you can find more information pertaining to it by scrolling further down the page.

How to Assess Suppliers



In the previous sections, the basics of the Alibaba interface were covered. You also got a brief look at a product's listing page and an overview of how to find information that may be of use to you. In this section, you'll be given a deeper explanation of the product detail pages as well as how to find out more about the suppliers on this site.

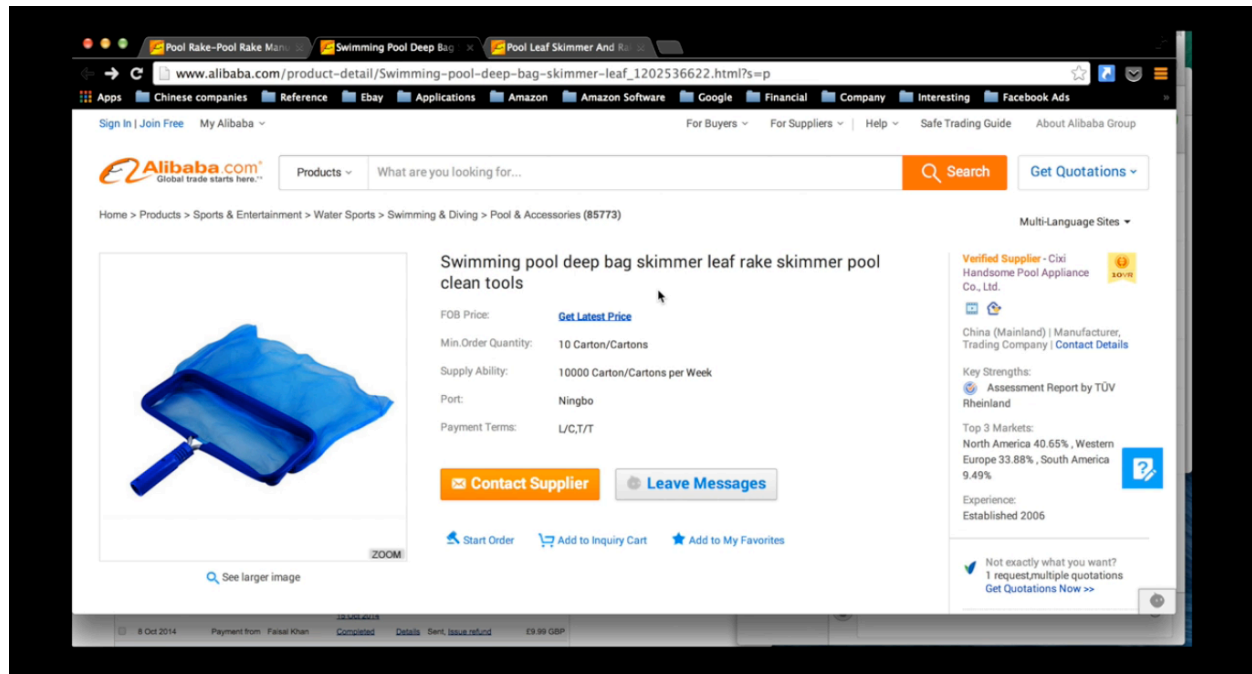
During Robert's case study example, he searched for a pole rake using the search bar on Alibaba's homepage. As previously mentioned, the majority of the products you would search for will yield a good number of results. Robert advises that you take some time going down through the items and find ones that match up with the product features that you're looking for. You can find out a lot about a product simply by looking at the pictures and titles on the results page, but you may have to click into some listings to get more detailed information about a particular product.

Don't be afraid to go into the second or even third page of the search results. You might have to sort through quite a few to find exactly what you're looking for. Once you find an item that seems plausible, click into its product listing page to find out more. The first thing that you're going to want to take note of is the MOQ of the product. This number will normally be pretty high, but don't let yourself be put off by this; you'll be negotiating this later. Understand that a high MOQ indicates that you are dealing with a real manufacturer.

The manufacturer's details are listed over on the right-hand side of the listing. You can see this demonstrated in the screenshot above. This manufacturer has an on-site company check logo

and that they have been working with Alibaba for three years or more. Any supplier that you use should have these credentials as well.

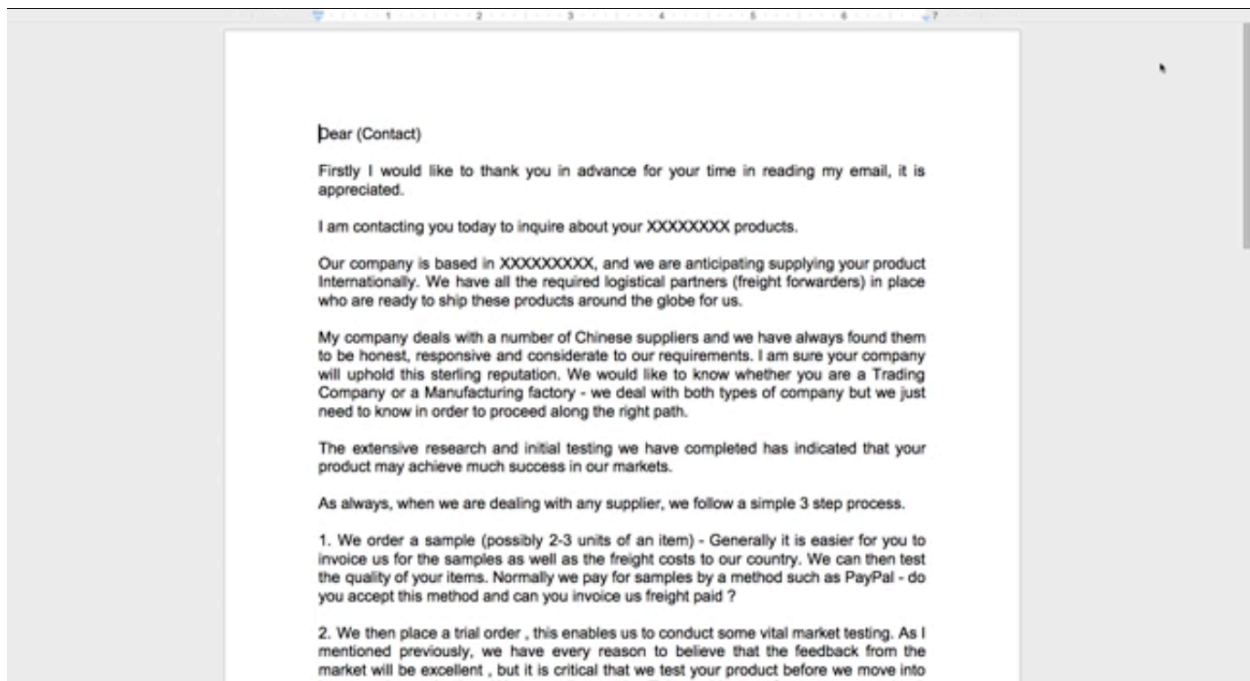
If you click on the company name, you will be redirected to their Alibaba page. You'll want to check and see if they manufacture the same types of products or similar products to what you are looking to have made. You may run across suppliers that claim to manufacture everything under the sun. If this is the case, it's likely that they are not the original manufacturer of the item you're looking up.



Another detail that you'll find within the section on the right-hand side of the listing is the company's 'Key Strengths'. You'll want to pay special attention to this because this can give you insight into the quality of the manufacturer and their products. In the example shown above, you can see that this company has been assessed for quality by the TUV and that there is a report of this assessment available.

As you scroll down a product's detail page, make sure that they give good, solid information about the product and that there is enough there for you to make a coherent decision. Sometimes information that you need will be missing, and you will have to ask your supplier about such details when you contact them. When you decide that a supplier seems to have a good reputation and provides a quality service, you can go ahead and contact them. By the way, there is a 'supplier credentials' PDF available that you can use to better gauge a supplier prior to contacting them.

Contacting a Supplier the Right Way



A lot of sellers make mistakes when they start to contact suppliers. That's mostly because they don't quite understand what they are doing. What you have to realize is that the Chinese have a very different way of conducting business than we do in more Western countries. The first thing that you need to know is that respect is a huge part of their culture. You don't want to just jump in asking for quotes and looking for negotiations. Take your time when you're first getting in touch with these suppliers. Later on you will be given some scripts that will lead you through what to say.

Another thing that you need to realize is that you don't want to come across as a small company to these suppliers. Whether you have done a lot of business or not you need to make it appear as though you are part of a larger company that does business all of the time. You don't need to lie per se, but you don't want to be perceived as someone that they won't be able to do business with long term. If you are perceived this way, you won't be able to get your foot in the door. That's just simply how business is conducted.

Although you want to communicate with these suppliers politely and respectfully, you don't want to give away too many details about where you are selling your products or even what you are selling. Building long-term working relationships is something that's really important to these suppliers, and it's essential for you too. Therefore, you don't want to burn bridges by

being too demanding or hurried. If you ask for a lower price point, for example, you will likely get it, but you don't necessarily want to go down that road.

What you are trying to do is build a business with your supplier. That takes time. You want your products to sell for years and years, so you are going to continue your relationship with these suppliers for a substantial amount of time. As time progresses, you can get your MOQs lowered if you need to and maybe even the cost of your stock, but these things take time. Starting off, you just want to be respectful and get the information that you require.

Above you'll find a screenshot of the script you are going to be provided for contacting suppliers initially. You can download this file from the Utility Belt section of the present module. You'll also be able to send this letter to the suppliers that you're contacting once you edit it to fit your business. Obviously, the first thing that you're going to want to do is change the contact name at the top of the page.

You don't want to launch into looking for prices right away. You want to be respectful and say thank you to them for taking the time to read your email; that way, you can start your business relationships off in the correct manner. The second aspect of this letter that you're going to change is anywhere in which it talks about the product that you're looking for. You are also going to want to tell them a little bit about your company. All you have to do is mention that you're a web-based company that sells internationally. There's no need to go into specifics of where you're selling from or how you are going about it. You want to give the appearance that you are a member of a bigger company.

You also want to mention the fact that you have logistical partners in place in terms of freight forwarders so that they are ready to deal with them when you are ready to place an order. Furthermore, you want to state that you have worked with a number of Chinese suppliers and that they are always perfect for what your company requires. Finally, you want to ask them about how they do business and let them know how you do business as well. Specifically, you need to let them know that your company takes a three step approach. The first step is to order a sample, and generally speaking a couple of samples. What you want to get across is that you'll need to be invoiced for samples as well as freight costs.

You'll need to let them know that your company likes to place trial orders. This gets it into the supplier's head (right off the bat) that you want to negotiate. You also want to put a market down in terms of payment. Robert and Stephen pay by telegraphic transfer most of the time, and you probably will too. You also want to lay down the terms of a 30/70 agreement. Down at the end of this letter you are going to let them know that they can place their confidence in your company and that later on your company will be placing larger-scale orders for the

product being discussed. One thing that you need to understand is that most suppliers want to grow your business as much as you do. After all, as you grow their orders will grow as well.

Only after all of these things have been discussed should you begin inquiring about the product and the costs involved. You want to know the cost of the items so that you can determine your FOBs. You also need to know about the weight and dimensions of the items you are having made. That way, you can enter all of this information into your software and determine what your profit margins will be before you even place an order.

At the end of this letter, you'll provide your contact details. You will need to include an email address and contact information for Skype, if possible. A lot of suppliers use Skype nowadays, and it can be a very quick way to get information back from them. You'll finish off your script with your regards and your name. Then, you'll be ready to send this email off to the respective factory and supplier that you wish to deal with.

How long should you wait for a response to one of these letters? You shouldn't wait any longer than a week after the initial contact was made, but don't forget to check your email, Skype, and Alibaba for messages that you might have missed. If you don't get a response within a week, feel free to send your first request again via the Alibaba messaging system. You could also ping your contact through the Alibaba instant messenger, or if you have contact details for Skype or something similar, you might try messaging them that way. If you do try to make contact live, be sure that you are aware of the time zone your contact is in.

As important as knowing what to say is knowing what not to say, and there are a number of things that you don't want to tell your suppliers. There is no reason to tell your suppliers where you are selling these products, for instance. Don't do that. Also, don't send your supplier a competitor's listing because you don't want your supplier to know what they are selling the product for. This could influence the price that your supplier quotes you for that product, which could cause you to have to pay more than what you want to or need to.

That being said, you can certainly send a picture of that competitor's product to your supplier. To do this, simply save the image that you find on Amazon or take a screenshot of it. If you take a screenshot, be sure and crop out the picture itself so that you're not sharing any information that you might not want to. After that, you simply attach the file you have saved containing the picture to the message that you are sending to the supplier.

A lot of people ask "What do I do if my supplier never replies to me?" This certainly can happen. If you have waited a week, tried to message the supplier again, and still get no response after another week, it's just time to move on. You should, of course, aim to have requested information from two or three suppliers. Make sure that you do this, and while

you're waiting for this information to come back, you can always go back to the Search phase and start filling your pipeline again with new product ideas.

Sourcing Your Product Bonus

HOW TO ACQUIRE YOUR BONUS



- Already have a budget of 10% of FOB
- Of course, you won't tell your supplier what your budget is
- First – ask the primary factory if they produce
- If they can't produce, can they source for you?

To source your bonus, simply repeat the same steps as you would for any other product. By now you should have a budget in place for 10% of FOB for your bonus. Let's say that your FOB was \$10. Then, you would have a \$1 budget for this bonus. Whenever you start searching for a supplier for this bonus, however, you aren't going to tell your supplier what your budget is. The reason for this is simple. You may be able to source your bonus for less than what you have in your budget for it if you keep your cards close to your chest, as they say. Always remember that you want to maximize your profits as much as possible.

When you find the product that you would like to include as a bonus, the first thing you'll want to do is contact your primary factory and ask them if they can produce the bonus product that you have found or not. If they can't produce the bonus product, you should ask them if they can source it for you. Now, if they can't produce or source your bonus product, you'll need to find a separate factory that can. At this point, you will need to connect the factory that you're using for your bonus with your primary product's factory by email so that they can communicate with one another.



You will want to have several suppliers lined up that can produce your primary product, but you don't need to have multiple suppliers for your bonus product. You only want one because it's only a small, inexpensive item that you're looking to include as a bonus; it's not your main or primary item. Above you'll find a screenshot of one of the scripts that you'll have. You'll use this for sourcing your bonus. This script is available in the 'Utility Belt' section of this portion of the training. There's another script available as well. It's recommended that you download them and go through them as you work through this portion of the lesson.

The script shown above is a template just like the one in the last section, meaning that you'll need to go through it as well and change certain parts so that it pertains to your business specifically. Again, you'll start out by thanking the company for their time and effort to date, referring to how you have worked together so far. You also want to inform them that you are sending this email to both the primary and bonus factories. That's just to let them know that you are combining the products and setting them up for what you would like to do.

The letter states that when the supplier of the bonus product is done producing it, you would like them to send that product to the factory where the primary product is being produced. It also states that you would like to furnish them with the details of the primary factory, including their contact details. Certainly, you should provide your primary contact's name, phone number, and email address. Also, tie them in together so that they can make any arrangements that need to take place. The letter ends with you thanking the supplier for their time and effort and requesting that they contact you by email or Skype if they have any problems.

The second script that you have will be for your primary supplier. This is the very same script, except this time it's reversed. In this case, you're asking them to make arrangements for receiving your bonus product and for them to package the item along with the primary one. Again, you'll finish off by providing them with any contact details that they may need, thanking them, and telling them how to contact you if they have any trouble. Again, once you finish personalizing these letters to your business, you can send these off to the factories that you're working with as needed.

Putting it All Together

The screenshot shows the Xcellerator software interface. At the top, there's a header with the Xcellerator logo and a 'User' dropdown. Below the header is a 'Select' tab with a progress bar showing '0% - 0%'. A table lists items with columns for Short Description, SKU, FOB, Dimensions, Weight, Selling Price, Country, POI / POR, and Save. The table is currently empty, showing 'There are no completed items'. Below the table is a section for 'Uncompleted (6)' items, each with input fields for the same columns and a 'Save' button.

Short Description	SKU	FOB	Dimensions	Weight	Selling Price	Country	POI / POR	Save
There are no completed items								

Uncompleted (6)	SKU	FOB	Dimensions	Weight	Selling Price	Country	POI / POR	Save
Pool Pump	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="Save"/>
Universal Fit Gutter Cleaning Kit for Blowers	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="Save"/>
Water tight cord connect	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="Save"/>
Pool defender	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="Save"/>
Garden Leaf Scooper	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="Save"/>
BBQ Grill Cover	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="Save"/>

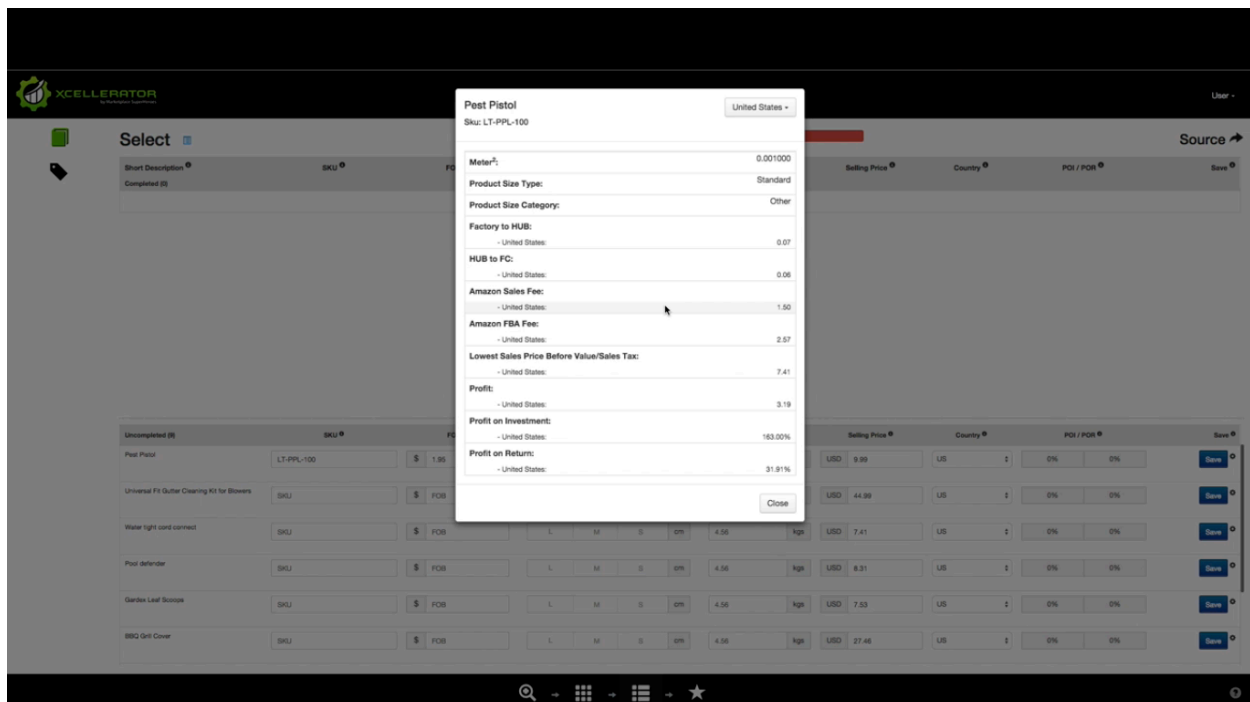
Now it's time to put it all together in the software. What you're going to do is log into your Xcellerator software, and then go to the third portion of your 4S Product Gauntlet, which is the Select Phase. Every item that you brought through the Shortlist Phase has been scored, and these items will now be seated in the 'incomplete' area of the 'Select' interface. They will also be sorted by the score that each item achieved during the Shortlist Phase.

At this point, you also know how to construct the SKUs for each one of the products that are listed. Additionally, you should have the FOB cost pricing back from your suppliers as well as the dimensions that the product will have once packaged. The next step is to start typing in the SKUs for all of these products and the FOB cost that you got from the supplier. You'll also put in the dimensions of the products in centimeters, and the weight should be in kilograms. You may have to convert the weight if it is currently in pounds, ounces, grams, etc, before you type it into the 'Weight' area.

The selling price in this section would be the same selling price that you had found in the very first section. However, you can tinker with this number in accordance to what you think that you could get for the item. Once you have all of this information put in you can click on the 'Save' button, but you don't want to save it until you are ready to move to move the item up

into the 'completed' area. You might wish to move an item up if you hit the profit on returns that you're looking for.

If you don't hit the numbers you're looking for, you're not going to want to move it up. In that case, you'll either want to leave it in an 'incomplete' state, or you might want to try to rework some of the costs until you can achieve the profits you want. In some cases this just won't be attainable, and you'll have to delete the item out. If you click the little cog symbol to the far right, the system will calculate everything for you. The window that appears when you do this is shown below.



As you can see, this window shows the cubic meter size, the product size type, and the product size category. The last two are needed for Amazon fulfillment. This window will also give you the estimated price of delivering this item from a factory to a hub as well as from a hub to a fulfillment center within a specific country. It will also provide you with the Amazon sales fee, which depends on the country, and it will give you the sales price, the category it would be located in, and the Amazon FBA fee. The Amazon FBA fee is what Amazon will charge you to ship an item out from a specific Amazon country to a consumer.

This window will also show us the lowest sales price before value or sales tax. That will allow you to get a flavor, especially if you're looking at selling in a different country. It would also let you get a feel for what your price actually is. This calculation will even estimate your profit for each item, the profit on investment, and the profit on your return. In the screenshot above, the POI on this particular product is 163%, and the POR is going to be 31%. So, this would be a

product that you would want to take forward into the next face since those profit figures calculate out well.

When you are done reviewing your data, you can close the window. If you're happy with the figures that came up, you can go ahead and click 'Save' and the item will move up into the 'completed' section. After that, you can move on to the next item that you have the details for. If you leave out any information that the system requires, the program will highlight it in red, as if it were asking you to go back and put that information in. Take note that this program generates data for any of the countries that you might be selling within. You could quickly see what you would have to sell an item for in any one of these individual countries to get the actual price that you're looking for.

One of the items that Robert entered data in for during his case study example only had a POI of 4%. It's unlikely that you could get an item like this to produce enough of a profit to be worth tampering with. So, you would want to just delete this item and move onto the next. Now, what if your product doesn't achieve the required profit levels? Let's say that you found an item that you didn't want to persist with, and you wanted to go back and remove this item from your entire search. What you would want to do is go back to your 'Shortlist' area, find the item, and click on the 'X' that's in line with it, on the far right, in order to remove it from your research.

When you click on the 'X' to remove the item, a pop up will appear asking you if you are sure that you want to remove the item. Simply click on the 'Okay' button within this window to verify that you want it removed, and when you return to the interface it will be gone. If you go back into the Select Phase, you will find that the item is no longer there either. From there, you just continue on, entering the information that you have for your other items.

Every time you get some information back from one of your suppliers, you can come back into the system and add information in as needed. You don't have to do this all at once. You can simply log in as you receive different pieces of information, and as you complete the information, you can check to see if there would be enough profit on investment and profit on return.

So, what is the best way for you to gauge the profit on an investment or on a pack size? If you are contemplating having a multipack for your product, there are certain elements that you will have to calculate. The software will help you to calculate this, but you will have to enter new data into the software. For one, the FOB (or cost price) of a single unit will multiply with each unit you add. Yes, this is fairly obvious, but that also makes it easily underestimated. Let's say that a single unit's FOB is \$5 then a two-pack will be \$10. In addition to this, your weight will be

multiplied with each unit that you add to a pack. Therefore, if a single unit weighs 200 pounds, then a three-pack will weigh 600 pounds.

The screenshot shows the Xcellerator software interface. At the top, there's a header with the Xcellerator logo and a 'User' dropdown. Below the header, there's a 'Select' button and a progress bar indicating '1/3 - 12%'. The main area is divided into two sections: 'Completed (1)' and 'Uncompleted (7)'. The 'Completed (1)' section shows a single product entry for 'Post Pouch' with the following details:

Short Description	SKU	FOB	Dimensions	Weight	Selling Price	Country	POI / POB	Save
Post Pouch	LT-PPL-100	\$ 1.95	20 10 5.0 cm	5.20 kg	USD 9.99	US	100.0% 31.9%	Save

The 'Uncompleted (7)' section shows a list of other products, each with input fields for the same details as the completed product:

Short Description	SKU	FOB	Dimensions	Weight	Selling Price	Country	POI / POB	Save
Water tight cord connect	LT-WTC-20-1	\$ 1.00	15 6 4 cm	200 kg	USD 7.41	US	0% 0%	Save
Post defender	SKU	\$ FOB	L M S cm	4.56 kg	USD 8.31	US	0% 0%	Save
Garden Leaf Scoop	SKU	\$ FOB	L M S cm	4.56 kg	USD 7.53	US	0% 0%	Save
BBQ Grill Cover	SKU	\$ FOB	L M S cm	4.56 kg	USD 27.46	US	0% 0%	Save
Survival Pocket Chain Saw with Pouch	SKU	\$ FOB	L M S cm	4.56 kg	USD 11.35	US	0% 0%	Save
Stainless Steel Seasoning Injector	SKU	\$ FOB	L M S cm	4.56 kg	USD 16.07	US	0% 0%	Save

One of the more difficult details to consider when adding units to a package is that the dimensions will change for your product. Even if it's just a two-pack, you have to give some careful consideration to how the units will be packaged together. Will they fit best side by side, or would it be better to have one on top of the other. It's also likely that the shortest side of the product will multiply by the number of units you include.

Now, let's say that you have a four-pack of light bulbs. You would more than likely pack these with two being placed side by side, with another two placed side by side on top. This would effectively create a brick style pack. In this case, the shortest side would be multiplied by two and the medium side by two also. Bear these things in mind so that you can get a visual picture of what your pack size would look like. It may be helpful for you to even make a drawing of the pack size to help you visualize it and ease the calculation.

The sales price that you are going to be selling at should allow for a small reduction in the per unit price. For example, if a single unit of your product sells for \$9.99, a two-pack would more than likely have to sell somewhere around \$17.99 or a three-pack at \$24.99. Once you have all the correct data that you need, you can enter it into the Xcellerator software and test different figures.

When you log into the software to enter in your new size pack, the first thing that you'll want to do is change the SKU to fit the number of items in the pack. If you want to sell multiple pack

sizes, Robert recommends entering them in as multiple products, each with a SKU of its own. For instance, if the SKU for the product with a single unit were 'ST-PLR-130-1-BL', and you had another product that contained two units, you would enter it in as another product with the SKU 'ST-PLR-130-2-BL'. You would want to enter in these multiple items into the Search Phase, by the way, and then you would move it through the Shortlist Phase and into the Select Phase.

Robert had a single pack that he was changing to a double pack in the case study. So, he changed the number representing the quantity in the SKU to '2', and then he multiplied the FOB by the number of units in the pack which was two. These units were to be packed side by side, so in this case it would be the shortest side that would be doubled. He also multiplied the weight, and he upped the sales price. Again, you do this by multiplying the price by two and then reducing it. Multiplying it up by two made it approximately \$15, and then he brought it back down a bit, to \$13.99.

Next, Robert clicked on the cog for this product, which brought up the window shown above. The data shows that this particular pack size is a lot stronger in terms of profit on investment and profit on return than the single pack was. This would definitely be worth consideration, Robert says, when it comes to selling this as a twin pack. In a scenario such as this, you may also consider going back and changing the product into a triple pack just to see what that would look like. You might be able to hit even more gain that way.

When Robert tried this in the case study, he found that his profit on investment numbers went up, even though he increased the pack size and reduced the per-unit cost. Again, this would still depend on whether or not it was logical to sell this particular product in a bundle such as this. The point of all of this, however, was to show you that by tweaking the numbers in the software it's easy to see what's possible and what maximums can be achieved.