

# **Marketplace Superheroes:**

## **Module #5 – 4S Product Gauntlet -**

### **Source**

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## Completing the 4S Product Gauntlet



You have now reached the final part of the 4S Product Gauntlet, which is the Sourcing Phase. Congratulations. It's a long road, doing all of that research and bringing your products through. Robert and Stephen ask for your trust in that every hour you have invested is now going to multiply in terms of dollars. Stephen admits that his first experience was exactly a resounding success, and the reason for that is he wasn't really following the rules that have been discussed in this training.

First of all, he was using some software that was made particularly for eBay and he went after a hot category on that site. He saw a product that was for sale. He bought a particular product, and he thought he was going to make a fortune. In fact, he was wondering why everyone wasn't doing what he was doing. However, he soon learned that he was making an error in that he had bought something that was identical to that of his competition. He didn't differentiate it, he had no bonuses, and he did vary the pack size. The product really wouldn't have sold in multiples anyway.

Thankfully, Stephen didn't lose money on this venture, but he says that's only because he got rid of the product quickly. He says that luckily he had another chance, and he was able to take that same money that he had invested before and start again. He and Robert want to see you avoid these types of mistakes though. Robert says that he made mistakes back in the day too,

and he doesn't want you to have to waste your time trying to figure all of this out on your own.  
That's why they are so serious about teaching you this system.

## Reviewing the Product League Table

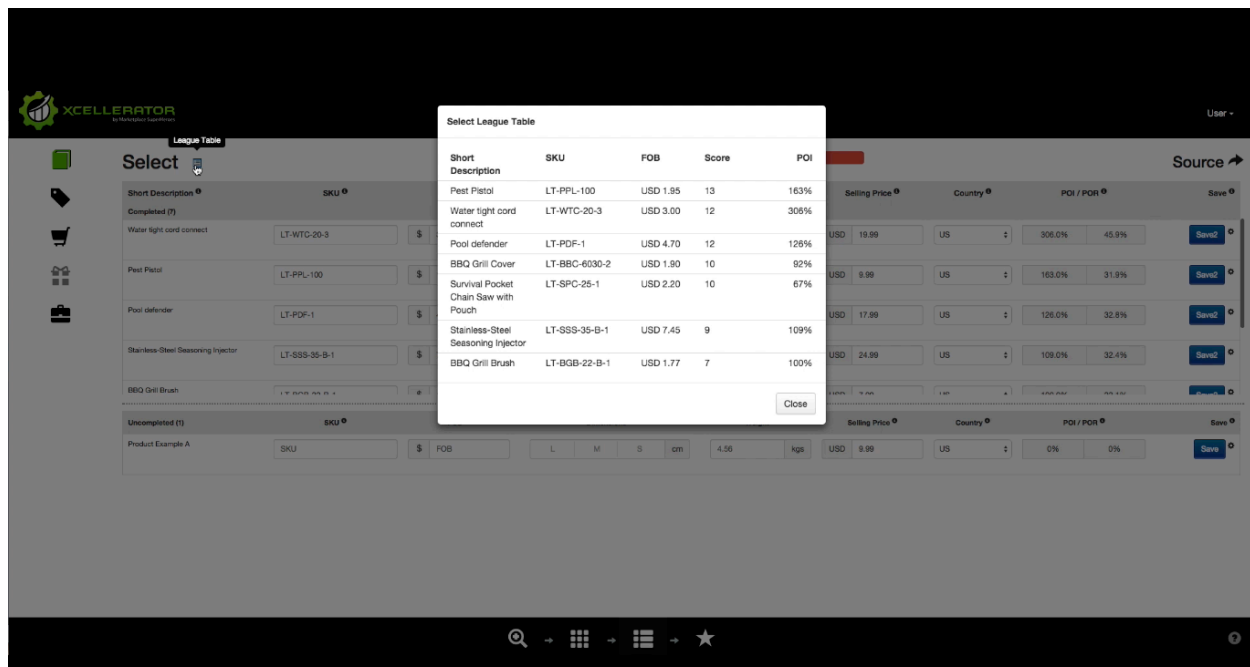
Short Description	SKU	FOB	Dimensions	Weight	Selling Price	Country	POI / POR	Save
Water tight cord connect	LT-WTC-20-3	\$ 3.00	15 12 0.0 cm	0.00 kgs	USD 19.99	US	306.0% 45.9%	Save
Pest Pistol	LT-PPL-100	\$ 1.85	20 10 5.0 cm	0.20 kgs	USD 9.99	US	163.0% 31.9%	Save
Pool defender	LT-PDF-1	\$ 4.70	30 20 2.0 cm	0.40 kgs	USD 17.99	US	126.0% 32.8%	Save
Stainless-Steel Seasoning Injector	LT-SSS-55-S-1	\$ 7.45	30 20 4.0 cm	1.00 kgs	USD 24.99	US	109.0% 32.4%	Save
BEO Grill Brush	LT-BEO-1	\$ 1.99	15 10 1.0 cm	0.10 kgs	USD 9.99	US	100.0% 32.4%	Save
Uncompleted (1)	SKU	FOB	Dimensions	Weight	Selling Price	Country	POI / POR	Save
Product Example A	SKU	\$ FOB	L M S cm	4.56 kgs	USD 9.99	US	0% 0%	Save

After adding in the pricing from your suppliers to the software, your league table has changed. Let's see how. Now that you have completed the Select Phase of the 4S Product Gauntlet, and you have entered all of the data that was required for your products, it's time to review the current league table in order to assess which products you should now be getting samples of.

You'll begin by logging into your Xcellerator software and going to the Select Phase. You want to get an overview of the current state of play in your product research process. You can do this very easily by looking up the Select Phase league table. You do so by clicking on the button next to the word 'Select'. This is demonstrated in the picture above.

When you click on this, your league table will appear, and you will not only be able to see the shortlist score, which shows you logically which products you should use, but you can also see which products have the best profitability. You want to simply weigh out products by how logical they are (i.e. by their shortlist score) and how profitable they are (i.e. a POI of 100% or more). By doing this, you will know what products to consider for the sample stage. Robert recommends that you look into about three different products to sample.

## Requesting & Organizing Product Samples



In this portion of the lesson, you're going to learn how to actually request your product samples from your supplier. Before that, let's quickly recap what you have learned. One of the things that you have figured out by now is what bonus you want to include with your primary product. After you have that figured out, you can ask the factory for the primary if they could either produce or source your bonus item and include it in the package.

If they told you that they could produce or source the bonus in order to include it with your primary product, ordering a sample of the primary product and the bonus product will be easy. All you have to do is request that your primary supplier send you the samples. However, if your primary factory couldn't produce or source both the primary product and the bonus item, then you will need to connect a supplier for your bonus with the factory. Once both factories are connected, you can simply work with the primary factory to get samples and subject them to product testing.

When you get all of your suppliers organized, you'll want to follow a number of specific steps to get your sample. The first step is to actually get in touch with your supplier via email, or by whatever method works best for you, and request the product samples. It's recommended that you ask the supplier to ship these samples to you using their own courier, but if they don't have access to a courier account, you can use either your own courier or a freight forwarder.

After all of this has been done, the supplier should send a purchase invoice back to you with all of the relevant charges that you'll need to pay in order to receive your sample. As discussed, there could be a charge for the sample or no charge at all. This depends on the supplier. You may only need to pay for the freight at this point. This is all going to be detailed on the purchase invoice. Once this is received, you'll want to pay what you were charged so that you can initiate the process of actually getting your sample shipped. At this point, you should already know what payment methods your supplier will accept for a sample order.\

As soon as you have paid what you have been charged, you'll need to send your supplier a confirmation that you have done so. Generally, communication by email is the best since it is one of the fastest methods. Once your supplier receives your payment, they will ship your samples out, using whatever shipping service you have agreed upon. They will usually send you tracking information too. If they don't, you can request this so that you can see where your samples are at all times. You should receive your samples within days of dispatch, but the time that it takes will vary depending on your location.



## What to Do With Your Samples

### TEST VIGOROUSLY



- Use the Amazon Review Content Mining list to form the basis of your testing
- Check product features are all present
- Use the product as your customer would
- Ensure competing review negatives don't occur
- Test multiple times



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| Our Step-By-Step Blueprint To Building A 7 Figure Online Business

This section is going to cover how to go about testing your products. You'll want to test them vigorously. This doesn't mean that you have to stress test the product within an inch of its life. Instead, you'll just want to test the product from a customer's standpoint. In other words, you would want to test the product by using it as a customer would. Also, make sure and go through your original Amazon review content, and use this as the basis of your testing procedures.

You'll want to be sure and check that all of the product features that the product is supposed to have are present and fit your quality requirements. It's important to make sure that the negative reviews that have occurred with competing products do not occur with yours. The product that you have had made should not have any of the features that have made people complain about competing products, in other words. Now, that being said, it's very difficult to please every type of consumer no matter how great the features of your product are. So, all you can really do is try your best to include features that the majority of users seem to love and avoid features that are disliked by the vast majority.

You're going to want to test your samples several times over. You don't want to do this all at one time. When you're happy with your sample, or samples, it's time to move on. Choose the best quality product with the best performance, and this will tell you which supplier you want

to go with. Now, what if you're unhappy with all of your samples? The answer to that is simple. You can either find a new supplier or find a new product. One mistake people often make is feeling like they have to keep going with an item just because they have already put so much time, money, and/or effort into it. Sometimes products just don't work out.

If a product is incorrect, you can certainly try to find a new supplier, but many times, other suppliers are selling the exact same product. If you can't source a product with features that you want and know that your customers want, you may need to just set it aside for now and move on to another product that would be profitable. This is another reason why Stephen and Robert push for you to always be adding to your product pipeline. On the other side of things, if the product sample that you get matches or exceeds your expectations, you'll be ready to begin negotiating your trial order.

## Negotiating Trial Orders with Suppliers

### NEGOTIATING A TRIAL ORDER



- We have a product & a bonus we're happy with
- We have an MOQ from the supplier
- We know our total FOB (primary + bonus)

Now we want to negotiate a trial order – basically, an order that is lower than the supplier's MOQ

Now that you have received and tested the samples using the methods that have been recommended, and you're happy with the results, it's time to decide what product you are going to order. You'll want to be very aware of your budget at this point, and of course, you'll want to negotiate very carefully with your supplier. In order to do that let's step back a minute to assess the situation. In summary, you have a product and a bonus that you're happy with. You know the MOQ that your supplier requires, and you know your total FOB for both your primary product and your bonus.

The goal at this stage is simple. You want to try and order a lower order quantity than the supplier's MOQ allows. There is an email script that you can download within the Utility Belt section of this training. Just like all of the previous scripts, this is actually a template that you'll need to edit in order to make it fit your business specifically. There are places in this letter for you to put in your own business name, contact info, and the quantity that you wish to order. Request an order quantity that will fit your budget. In other words, you'll want your order quantity and FOB costs to fit into the amount of money that you have available to spend.

After editing this script so that it fits your business and your needs specifically, go ahead and send this off to the factory that you are ordering your item from. It shouldn't be long before they get back to you, either confirming or denying your request. If they deny your request, Robert recommends that you continue to try and negotiate with your supplier. You might try moving the order quantity up slightly and adjusting your FOB so that you are offering maybe

five or ten cents more in order to help them accommodate you. Once you have confirmation that the factory will allow you to order a certain quantity at a certain price, it's time to go ahead and make a move on it.

## Putting it Together & Budgeting

SKU	FOB	TOQ	Flip Score	POV	Est. Sea Freight Delivery	Budget Remaining	Status
Total (7)						\$ 0.00	Get
LT-BBC-0030-2 BBQ Grill Cover	1.90 USD	Quantity	✓	0.00	\$0.00	\$0.00	Send to Ordering
LT-BBS-35-S-1 Stainless Steel Seasoning Injector	7.45 USD	Quantity	✓	0.00	\$0.00	\$0.00	Send to Ordering
LT-BGS-22-S-1 BBQ Grill Brush	1.77 USD	Quantity	✓	0.00	\$0.00	\$0.00	Send to Ordering
LT-PPL-100 Pest Pistol	1.95 USD	Quantity	✓	0.00	\$0.00	\$0.00	Send to Ordering
LT-WTC-35-3 Water tight cord connect	3.00 USD	Quantity	✓	0.00	\$0.00	\$0.00	Send to Ordering
LT-PDF-1 Pool defender	4.70 USD	Quantity	✓	0.00	\$0.00	\$0.00	Send to Ordering
LT-SPC-25-1 Survival Pocket Chain Saw with Pouch	2.25 USD	Quantity	✓	0.00	\$0.00	\$0.00	Send to Ordering

In this section, you'll be learning how to put everything together while still working within your budget. By the end of this lesson, you'll know what you're going to be able to purchase. You do need to consider the cost of shipping your items to your designated country or destination. To do that, you'll need to log into the software and type in the last pieces of software that you have received from your suppliers.

When you log into your Xcellerator software, this time you'll want to go to the 'Source' section. In this section, you'll type in the final FOB cost that you have negotiated. You should include everything in this cost, even packaging costs and the costs related to your bonus. If these costs have risen at all, you'll have to go back into the 'Select' section of the software and recheck your POI figures.

If the price of your product has changed, you'll want to go ahead and type that in, and then you'll also want to type in the quantity that you are going ask to order. After you are done typing all of this in, you'll want to go back into the Select Phase and look at the numbers pertaining to your POI and POR again to ensure that everything is still showing to be profitable.

You can see that there are check boxes for you to check in the screenshot. You'll need to check the checkbox in line with the product you're working with each time you change your FOB and/or order quantity. This will cause the program to save the figures for you, and you can still

alter them if you want to. After you finish entering in the data for the first product listed, you should continue on entering any data you have for the remaining products as well. Again, don't forget to include all of your costs in your FOB. Also, click the checkbox and go back to the Select Phase to recheck your numbers.

Once you have all of your details entered, the system will return a new flip score. This does one final calculation that's based on how many units the supplier is looking for you to order against the overall investment required. Then, the system will also return an estimated freight delivery price so that you can get a feel for the total investment. If you have a budget that allows you to order more than one product, you can use the 'budget remaining' system by entering in an amount and clicking 'Set'.

The system allocates your budget to products and informs you of which ones you can afford to order. When you make the decision to order an item, or items, simply click on the 'Send to Ordering' button that's over on the right-hand side of the screen for that particular item or items. Now you are almost ready to order, and you can move on to make your last considerations prior to doing so. You'll learn more about what these should be in the next lesson, Module #6.