



Working with Distributors on Amazon

How did Paper Wishes' products end up on Amazon?

Paulette Jarvey, the owner of Paper Wishes, was very concerned when she saw her products on Amazon. She didn't understand how they got there. On top of that, these unknown sellers on Amazon and Amazon itself were hyper-discounting, which made it very difficult for her e-commerce website www.paperwishes.com to compete. As a result, she was losing a lot of sales to Amazon.

How can changing your distributor relationship turn out to be the best thing you can do?

When CASA investigated by reviewing her listings and wholesale accounts, we discovered that her distributor was the central source for Amazon and Amazon Sellers. It was selling directly to Amazon and other "Mom and Pop" stores, which, in turn, were also selling on Amazon.

Paulette faced the tough business question of whether to turn off her distributor entirely, approach them directly to stop selling to Amazon or continue business as usual. Her main fear was not knowing what would happen if she got rid of her long-time and only distributor. After all, they were a major driver of sales.

When we looked at the quality of her listings and investigated her Amazon Sellers, we were confident that her distributor did not add value to the overall growth for her business online. Distribution in craft supplies had changed dramatically over the past decade and this particular distributor was not, in fact, servicing individual retailers. Rather the collective distributor/Amazon Seller relationship was simply selling for a slice of online sales and not focused on the actual *growth* of the online sales pie.

That's when she handed over to CASA the reigns to Amazon and shut down her distributor.

What were the results?

We outgrew her distributor within a year and became her largest wholesale account. We grew Paper Wishes' online sales by over 1,000% in that first year and eliminated all unauthorized sellers. As a brand owner, the importance of controlling who has access to sell your products and having a seller that serves as your advocate to protect and grow your brand cannot be understated. It's one of the fundamental requirements to take full advantage of Amazon.

How did we achieve such great results?

That's a longer answer, and we would be more than happy to have that conversation. We don't take distributor relationships lightly. They usually need to be part of the equation. But ask yourself this question, who is actually serving as your brand advocate dedicated to growing the entire online sales pie, rather than just taking a slice? In other words, who is dedicated to growing your online sales, protecting your brand online and increasing your brand's exposure? In most cases, the answer is no one. And we can prove it.