

# Setting up Wholesale Terms

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## *Order Minimum*

- This is your chance to set the lowest amount of money you're willing to accept in order to do business with an account.
- Can set one level for both opening orders and reorders; or set a minimum opening order and a lower reorder minimum.

## *How to Order*

- Do you have a shop page to place orders (for boutiques/local shops, larger retail accounts will not use that process) or a form they submit?

## *Wholesale Pricing*

- Is your pricing available online for viewing or do they need to request a catalog or line sheet?
- Do you expect retailers to maintain a minimum retail price?

## *Resale / Packaging*

- As a wholesale customer, I assume you'd expect they keep labels and packaging intact and resale would be prohibited. I'm assuming that - they might not, so you should consider providing a short statement of expectations.

## *Changes to Order*

- Will you accept changes or cancellations after an order is placed?
  - If yes, for what timeframe? 48-72 hours? (This may depend on your process and how quickly you start gathering supplies and creating)
  - What is your process for change/cancellations - email?
    - Clearly state the email address & subject line to ensure these are not missed on your end

## *Delivery & Shipping*

- What is your leadtime for processing orders?
  - Individual product lead-time can vary as production requires, but be sure to state timeline for processing wholesale orders.
- Will you state your carrier choice upfront or dependent on the order to determine the best shipping price.
- State who is responsible for the shipping charges (typically the retailer, but it can be common to provide a shipping discount if they purchase a \*large\* order)

## *Damages/Defects*

- What is your process for retailers reporting damaged/defective product?
  - Do they email, call, send images?
- What is the timeline for the retailer to report damages/defects?
- How will you correct the situation?
  - Do they need to return the defective product?
  - Will you send out replacements immediately?

## *Shortages / Incorrect Items*

- How soon do they need to report?
  - Provide email address / subject line to use

## *Returns / Exchanges / Consignment*

- What is your policy?
  - I would strongly recommend a no-return/exchange policy, except in cases of defective product as mentioned above.

### *Best Practices:*

- Keep your tone in-line with your shop's voice, but be matter of fact. You don't need to apologize or agonize over your terms. You are running a business and by putting your terms front and center you are providing potential stockists with the information they need to make an informed decision.
- Keep the information short + sweet. You don't need to go into legal jargon or complicated issues. Just state your expectations clearly and succinctly and that you reserve the right to update policies as needed with "x" amount of notification to currently partners.
  - A simple "Wholesale merchandise may not be returned or exchanged." is all that is needed. You're always welcome to inject your own personality, but when it comes to terms that have the potential of becoming an issue (like a retailer places a large order and then tries to cancel 2 weeks later), you want to ensure your guidelines are simply and clearly stated.