





WHOLESALE SUCCESS CHECKLIST

10 STEPS TO SELLING BLONYX AT YOUR GYM




As a new wholesaler, we want to ensure you are set up for success. Our aim is to provide you with everything you need to educate your members on our products so that they can make their own decision on safe and effective supplements. We're here to help you do this the right way. No hard sell. No hype. Just awareness, education and information.

Here are 10 steps to make sure your members will be buying Blonyx for the right reasons:






YOU'VE PLACED YOUR FIRST ORDER, NOW WHAT?

-  **MAKE AN ANNOUNCEMENT TO YOUR MEMBERS**
Using your social media, private member forum or WOD blog to let your members know about Blonyx will encourage them to do their research before the products arrive. This is awareness raising, not a sales pitch. Be honest about your opinion and experience.
-  **EDUCATE YOUR COACHES ON BLONYX**
You and your coaches are looked to for guidance and advice. Making sure your coaches are up to scratch on will ensure your members' questions on Blonyx products can be answered correctly.
PRO TIP: Make it a staff perk to be able to purchase Blonyx at a discounted rate. No better way for them to educate your members than to go through the experience themselves.

YOUR BLONYX ORDER HAS ARRIVED, NOW WHAT?

-  **HANG THE BLONYX BANNER**
New wholesalers will get a banner to hang loud and proud in their gym. This will spark your members' curiosity, get them asking questions and show your endorsement for the product.
-  **MAKE USE OF THE POSTERS & PRODUCT CARDS**
High traffic areas and where your members hang out are great places to display more detailed Blonyx info. Put the posters and product cards in these busy spots to ensure they get seen. Help members educate themselves.
-  **DISPLAY PRODUCT WHERE YOUR MEMBERS CAN SEE IT**
Set up your product where it is visible, so it stays top of mind. Members are more likely to buy if they can see what you have in stock and it is easy for them to ask about and purchase.
PRO TIP: Give your members the opportunity to reserve their Blonyx before it arrives. Your rep can provide you with a pre-sale sheet to use for this. Selling it before it arrives will cover your initial investment quickly.

OTHER IDEAS TO BOOST YOUR SALES THE RIGHT WAY:

-  **WEAR YOUR BLONYX SWAG (OR PASS IT ON TO COACHES)**
Members seeing you wearing Blonyx apparel will consider it a positive endorsement. We provide high quality apparel for this exact reason. Wear it with pride and get the conversation going.
-  **GET CREATIVE WITH BUNDLES & PROMOTIONS**
Take advantage of the wholesaler rates on Blonyx apparel/accessories. Offer a free shirt or shaker with every 2 supplements? How about a free headband? Brainstorm ideas with your Blonyx sales rep.
-  **USE THE ONLINE RESOURCES PAGE WE CREATED FOR YOU**
We have created a page full of videos, downloads, templates, images and social media posts for you to use to promote Blonyx products. Copy, paste, post or repost any of these resources at will. Google "Blonyx Wholesale Resources" to get access.
-  **KEEP THE CONVERSATION GOING**
Regularly remind your members about Blonyx, its benefits and how to learn more. Want inspiration? Follow Blonyx on social media for promotional and educational posts for you to share. Let us help you.
-  **MAKE USE OF YOUR BLONYX SALES REP**
Our sales managers are gym owners and coaches, just like you. They understand your needs as a gym owner and are there to help you educate and promote in order to get Blonyx products into the right hands at your gym. Give them a shout when you need them. Don't let product sit on your shelves.