

# Product Sourcing Templates

**Purpose:** The templates below should be used when sending emails for product quotes from suppliers or manufacturers. The templates will guide you in the negotiation process for getting a great per-unit price for your product, and developing a long-term relationship with the supplier you ultimately choose to work with.

The templates are laid out in sequential order - send them in the order they're presented here.

Also - ***always know your target price and ideal amount of units before contacting manufacturers.*** The #1 mistake that people make is they don't know the target price that they absolutely must source the product for to make the math work. The math is never emotional. The math is detached. The math will help you avoid being married to a particular product. The math is your Sober Partner in coming up with a target price that you must obtain from a supplier.

## Templates

### 1. Wide Net Initial Contact Inquiry - Contact at least 20-40 Manufacturers

- a. Contact at least 20-40 manufacturers.
- b. Those who do not reply back promptly, ignore. You want to only deal with responsive ones.
  - i. Vendors with good communication, is good. However, not critical because it could be a supplier.
  - ii. Ignore the ridiculous high quotes (don't reply)
  - iii. For everyone else who replies, proceed to Email #2

**Subject:** Question about [Product]

Hi,

My name is [Your Name] from [Company Name] and I'm in charge of new product development.

I am looking for a test order of [number] units for your [Product] with [specifics] for one of our product lines, also:

Material: [material]

Accessories needed: [accessories]

Packaging: [packaging]

Certificates

We are ramping up our business growth with selling on Amazon and other channels.

Please let me know what your best price per unit is?

Also, can you please give me the following:

- Unit price based on 500/1000/2000 Pieces
  - Available certification (CE, RoHOS, FCC, GS, etc.).
- Please send certifications for checking.
- Production lead time

Please provide your most competitive pricing because we are also getting quotes from several manufacturers, but we do really like your product so far.

If it's not competitive and fits into our target price, unfortunately we won't be able to do business.

We are a repeat buyer, and large volume buyers, once we are happy with a manufacturer.

When we grow, you grow so if your [Product] quality is good, my company will place large repeat orders with you.

Please send me a URL for this product so I can see more photos of it.

Also, does this product have a patent or trademark on it, that we need to worry about?

We cannot sell product with a patent on it.

Thanks for your help and have a great day!

I hope this email is the beginning of a long term relationship between our companies.

Best Regards,  
[Signature]

Purchasing Director, [Company]

## 2. The Price Twist Negotiating Email

- a. Everyone gets this “rejection” email, even if they come in at the target price we want
- b. Be friendly and polite. But firm on the price that we must get.
- c. If they or you need more details about this order, then send the “More Details Needed” email below.
- d. Otherwise, send a minimum of 3 total negotiation emails

Hi [name],

Thanks for your initial quote and prompt response.

I presented your price to my bosses.

Compared to several other quotes we received, your price is too high.

Unfortunately they turned it down.

We need the price to be under \$\$/unit including the color box, logo imprint on items, otherwise we cannot use your company.

Please get back to me as soon as possible with your better pricing for XXXX units, shipped FOB. (We are using our own freight forwarder, so price needs only to be FOB.)

My bosses are reviewing several bids and plan on making a final decision within 72 hours.

Please understand that we are a repeat buyer, and large volume buyers once we are happy with a manufacturer and their quality.

I like your product and think it would make a good fit to our existing product line, so If you can provide your best price, please do so right away.

I hope to hear back from you soon and that we can do business together.

Regards,  
[Signature]  
Purchasing Director, [Company]

### **3. More Details Needed**

- a. Send this email to get more details about the product you're asking about.

Hello,

Your price is still too high for my bosses to place an order and we are getting short on time.

Is this your best and final price for [number of units] for [product]?

I have a few questions for you:

1. Can you please send me a quotation with your MOQ and specification in excel or pdf?
2. Does your price include 1 color logo? If not, how much is the extra cost?
3. Can we private label with our logo and branding?
4. How much to send 1 sample to: [Your Address]? Will you apply the sample fee when we place the real order?
5. What is the lead time of samples?
6. How much is air shipping cost of your MOQ by express to: [Amazon Warehouse Address]
7. What is the lead time of MOQ?
8. What is the turnaround time?
9. Do you accept Paypal?
10. Does your price include custom color box? If not how much is the extra cost?
11. Can you send me clear photos of package? What options we can have? What the price would be with different package?
12. Does this product have a patent or trademark on it, that I need to worry about? We cannot sell product with a patent on it.
13. Can you provide video and/or images of your manufacturing plant and process?
14. Can we have one of the employees from our inspection company come on site to check product before being shipped out?

Thank you very much for your time.

I am looking forward to hearing from you soon.

Regards,

[Signature]

Purchasing Director, [Company]

#### **4. Sample Request**

- a. Send this email to the manufacturer(s) you'd like to receive product samples from

Hello,

We are interested in your product, but would like to see the quality before we go any further.

Can you send me an invoice to ship us a sample of [product].

We don't have express account, so please put the shipping cost on it as well.

Also we will need your paypal account or bank account on the invoice. (We don't accept Western Union.)

Here is the info for the invoice and shipment.

Name:

Address:

Attn:

Tel:

If we do place an order with you, will provide a refund for this fee?

Please confirm.

Regards,

[Signature]

Purchasing Director, Company

#### **5. Negotiating Email (Target price not met reply after first 3 emails)**

Hello,

I have bad news.

Unfortunately, my bosses decided to use another manufacture mainly because your price is still higher than what others have quoted us.

Despite me really liking your product quality, unfortunately we must go with someone else.

Should your situation change, please let me know ASAP because we plan to place our order within the next day or so.

Regards,  
[Signature]  
Purchasing Director, [Company]

## **6. Negotiating Email (Last Resort)**

Hi - Thank you for your reply.

I have bad news.

Unfortunately, my bosses decided that we will not be placing an order at this time because the price per unit is too expensive.

Despite me really liking your product quality, unfortunately we must go with someone else.

The highest price we can go is \$xx/ unit. If you can accept this, we will try your company.

If not, unfortunately we will need to go with someone less expensive.

Should circumstances change in the next 24 hours, please get back to me immediately so I can tell my bosses.

Regards,  
[Signature]  
Purchasing Director, [Company]

## **7. Negotiating Email 4 (Sweeten the deal)**

Thanks for your email.

Unfortunately, your price is higher than we had projected for.

We would like to have you insert a [letter (color)/interest/etc] inside the box with the [Product].

If you do this at no additional cost, than we accept your price.

I have attached a sample of the insert.

Please note that the insert will be different!

Regards,  
[Signature]  
Purchasing Director, [Company]

## **8. Email - Purchase Invoice Request**

Hello,

I hope you are having a great day!

Thank you for your quote and the sample.

Great news!

I just got word from my bosses and we would like to place an order for XXXX units of your [Product].

Our purchasing department needs the PI (purchase invoice) from you as soon as possible and the Air Express shipping also needs to be on that invoice.

The corporate name is: [Your Company]

Important!

Please add to the PI that we will be inspecting the goods and they must pass inspection before releasing the goods.

When the goods are ready for inspection, please contact me so I can arrange our China inspection service to complete their inspection report.

Also, you will need to meet our AQL Standard: 0% of Critical, 0.5% of Major, and 1% of Minor Issues.

Thank you and we look forward to a long term relationship!

Regards,  
[Signature]  
Purchasing Director, [Company]

## 9. Email - Packing List

Hello,

Can you please provide me the following information for this order?

I need an official packing list file with all the details:

1. Shipper/supplier's complete address & contact info
2. Commodity description
3. Cargo piece count (cartons/box count)
4. Weight of individual product (when it is inside its box)
5. Size / Dimensions of product - we need Length x Width x Height.

Regards,  
[Signature]  
Purchasing Director, [Company]

## 10. Email - China Inspection Email

- a. Send this email after you have scheduled an appointment with the inspection agency to visit your supplier and inspect the products before shipment.
- b. Supplier will mail [Your Company] the final finished product sample before the production. The quality level of products must be the same as the approved sample.
- c. AQL Standard represents 0% Critical, 0.5% Major and 1% Minor. In case of a failed result on the inspection, the goods will need to be fixed or replaced at supplier's cost, and a second inspection will be required and fee of \$109 for reinspection will be split and it will be deducted from the final payment.
- d. The details of the inspection should be placed in writing on the Purchase Order or on an addendum to the Purchase Order.

Hi,

We need to schedule an inspection of the goods.

If goods are found that need to be replaced or fixed, we will



notify you so that you can fix the bad units.

We can not accept damaged / inferior units, because poor quality is unacceptable.

Our AQL Standard: 0% of Critical, 0.5% of Major, and 1% of Minor Issues.

We will notify you the results of the inspection report once we have received it from our inspector.

Thanks for your cooperation and we look forward to a long term relationship with you.

Regards,  
[Signature]  
Purchasing Director, [Company]

## 11. **Nag the Supplier**

**Subject:** (I'm following up about our order (provide details about order)

Hello,

I'm inquiring about the progress of the [product] we ordered back on [date].

We need to make sure this inventory arrives on time.

I wanted to make sure you will still meet the estimated deadline date of [fill in date].

Where are we at?

Do you think we will meet the completion date for our [product]

Please advise.

Thanks so much for your attention to this!

We appreciate it!

Regards,  
[Signature]  
Purchasing Director, [Company]

## 12. **Email #10 - Catalog Request**

- a. Send this email to inquire about different products the same company offers (can be sent before or after purchase of the original product)

Hi,

I hope you are having a great day!

Do you sell other product lines?

If yes, can you send your other catalogs with prices?

We are looking to source new products this year for our company, and we might be interested in adding additional product lines!

When we order new products, we start with small initial test quantity of [Number] units to test market.

We are looking for manufacturers who understand what we are looking for and can work with us like this.

We can provide large volume and reorders once we know a product will be successful with our company.

We have several best selling products on Amazon and our company is growing.

Please let me know which items in your catalog fit our criteria and please send your catalogs with your BEST prices.

Best regards,  
[Signature]  
Purchasing Director, [Company]

## 13. **Email- MOQ Too High?**

- a. Send this email the the supplier's MOQ is beyond the scope of your budget for your initial product order.

Hello,

I hope you are having a great day.

Unfortunately we cannot accept you MOQ for our first order.

My bosses are looking for a test order of [number] units.

We are a repeat buyer, and large volume buyers, once we are happy with a manufacturer.

When we grow, you grow so if your [Product] quality is good, my company will place large repeat orders with you.

Please let me know if you can do this one time quantity for us?

Best Regards,

[Signature]

Purchasing Director, [Company]