

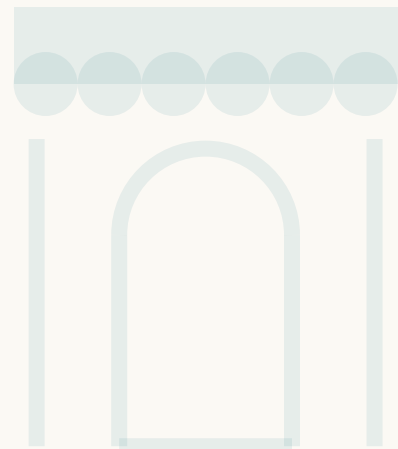


A FREE STARTER FROM ARDENT SELLER

The Wholesale Outreach Starter

Land your first wholesale account, starting with one store: the cold-opener email sequence, a follow-up rhythm, three objections answered, and a simple pipeline to stay organized.

Get your work onto their shelves. A professional process, not a guarantee.



Land your first wholesale account — one store at a time

Selling wholesale puts your work in stores that already have customers — bigger orders, repeat reorders, real growth. But most makers freeze at the outreach: who to email, what to say, what to do with a “no.” This free starter walks you through one complete run at it: the cold-opener email sequence (with the follow-up rhythm behind it), three of the objections you'll hear, and a simple pipeline so no lead slips away. Pick one store you'd be proud to be stocked in, and start.

AN HONEST WORD FIRST

Wholesale is relationship selling. No template can promise you a reply, an order, or an account — anyone who says otherwise is selling a fantasy. This is the professional process and the right things to say; you bring the product and the follow-through. The wholesale terms here are illustrative, not legal or financial advice — set your own prices, terms, and minimums.

PART 1 · GET A REPLY

The cold-opener email sequence

This is the full first sequence from the kit — the classic cold pitch to a boutique, gift shop, or gallery. The goal of email one isn't an order; it's a reply. Lead with one true detail about their store, make one small ask, and keep it short. Fill the [\[blanks\]](#) and send.

EMAIL 01 · SEND FIRST — THE OPENER

SUBJECT LINES

- [\[Your Brand\]](#) — a [\[your product\]](#) line for [\[Store Name\]](#)
- Loved [\[one specific thing about their shop\]](#) — a wholesale question
- Handmade [\[your product type\]](#) for [\[Store Name\]](#)?

Hi [\[Buyer's First Name\]](#),

I've followed [\[Store Name\]](#) for a while — [\[one specific, true detail: a product you carry, your front-window styling, a value you share\]](#). It's exactly the kind of shop my work belongs in.

I'm [\[Your Name\]](#), the maker behind [\[Your Brand\]](#). I make [\[your product, in one plain line — e.g. small-batch soy candles poured in reusable ceramic vessels\]](#), and I'm starting to place my line with a few independent stores like yours.

Would it be alright if I sent over my wholesale line sheet so you can see the range, pricing, and minimums? No pressure either way — I just thought we might be a good fit.

Thank you for the time,

[\[Your Name\]](#)

[\[Your Brand\]](#) · [\[your website or Instagram\]](#)

EMAIL 02 · DAY 4 — THE GENTLE BUMP

SUBJECT LINES

- Re: [Your Brand] — a [your product] line for [Store Name]
- Quick follow-up for [Store Name]

Hi [Buyer's First Name],

Just floating this back to the top of your inbox — I know how full a shop owner's week is.

If wholesale isn't something you're looking at right now, no worries at all; just let me know and I'll check back another time. And if you'd like to see the line, I'm happy to send the sheet over.

Warmly,

[Your Name]

EMAIL 03 · DAY 11 — THE VALUE-ADD

SUBJECT LINES

- New for [Store Name]: [your new product or collection]
- Thought of [Store Name] with this one

Hi [Buyer's First Name],

I just [launched / finished / restocked] [your new product or best-seller], and it made me think of [Store Name] again — [one sentence on why it fits their customer].

A quick bit of proof it sells: [one true, specific data point — e.g. "it's my top seller at markets," "it sold out twice online this season," or "another shop reordered it within three weeks"].

Happy to send the full line sheet whenever you have a minute. Either way, I'll get out of your inbox after this.

Thank you,

[Your Name]

EMAIL 04 · DAY 21 — THE GRACEFUL CLOSE**SUBJECT LINES**

- Should I close the file for now?
- Last note from [\[Your Brand\]](#) — and a thank-you

Hi [\[Buyer's First Name\]](#),

I don't want to crowd your inbox, so this is my last note for now. I'll assume the timing isn't right and leave you to it — no hard feelings at all.

If wholesale comes back onto your radar down the line, I'd love to be on your list. You can reach me any time at [\[your email\]](#), and the line lives at [\[your website or Instagram\]](#).

Thanks for letting me share my work with you.

[\[Your Name\]](#), [\[Your Brand\]](#)

PART 2 · KEEP THE THREAD ALIVE

The follow-up rhythm

Most replies don't come on the first email — they come after a second, third, or fourth. The makers who break through aren't pushier; they're more organized. Here's the polite cadence behind the sequence above (every step is a day-offset, so you can start any prospect on any day):

- When ready — Send the opener. Sequence 1 (or 2) email 1. Personalized to their store, one small ask.
- Day 4 — The gentle bump. Reply on the same thread. Short, no pressure, easy to answer.
- Day 11 — The value-add. Give a reason to look now — a new piece, a proof point, a fit reason.
- Day 14 — Optional: a soft social touch. Follow / genuinely engage with their shop on social. No pitch — just be a real, familiar name.
- Day 21 — The graceful close. The break-up note — many sellers find it gets a reply the earlier emails didn't. Then actually stop.
- Day 120 — Re-enter, next season. Move them back to the top of the tracker and start fresh with new work to show.

THE BREAK-UP EMAIL OFTEN WORKS

Many sellers find the polite “I'll leave it here for now” note gets a reply the earlier emails didn't — people respond once the pressure lifts. Mean it: stop after it, then try again next season with something new to show.

PART 3 · HANDLE THE “NO”

Three objections, answered

Every wholesale maker hears “no” — far more often than “yes,” and that's normal. Most objections are questions in disguise. Here are three of the ten in the full playbook, with what each really means and a line you can adapt.

“Your prices are too high.”

What they really mean: They don't yet see the value, or their typical markup math doesn't clear at your wholesale price — not necessarily that you're overpriced.

TRY SAYING

“I hear you. My pricing reflects [\[what makes it worth it — e.g. hand-pouring small batches in real ceramic\]](#). So your customers see a healthy margin, most shops mark these up to [\[typical retail\]](#). Would a smaller starter selection make the first order easier to test?”

“We're not taking on new vendors right now.”

What they really mean: Often true — and often a polite brush-off. Either way it's about timing, not your product.

TRY SAYING

“Totally understand — I know shelf space is precious. When does your buying usually open back up? I'd love to be first in line to show you the line when the timing's better.”

“No reply at all. (The silent no.)”

What they really mean: Usually a busy inbox or wrong timing — rarely an actual rejection. Silence is the most common response in cold outreach, and it's not personal.

TRY SAYING

“(Use the Sequence 1 cadence: bump on Day 4, value-add on Day 11, graceful close on Day 21.) I'll leave it here for now — if wholesale comes back onto your radar, I'd love to be on your list.”

PART 4 · STAY ORGANIZED

A simple buyer pipeline

The single most common way wholesale leads die is being forgotten. Before you pitch a store, score it for fit (1–5) so you spend your best energy where it counts; then move each one through these stages so you always know your next move. The full kit turns this into a ready-made Excel tracker.

- Researching — On your list and a fit, but not yet contacted. Find the buyer's name and one specific detail first.
- Contacted — You've sent the opener. The follow-up clock has started.
- Following up — Working the cadence — bump, value-add, close — with no reply yet.
- In conversation — They've replied and you're talking. The most valuable stage to protect.
- Sample sent — A sample or line sheet is in their hands; awaiting their read.
- Order pending — You've quoted or suggested an order and are waiting on the yes.
- Won — active account — They've ordered. Move them into the reorder/nurture rhythm.
- Passed — A no, or no fit. Note why — it sharpens your targeting.
- Nurture / later — Good fit, wrong timing. Re-enter next season with something new.

SCORE FIT BEFORE YOU INVEST EFFORT

A 5 is a shop you'd be proud to be on the shelf of — same aesthetic, same customer, right price point. A 1 is a long shot you'd only chase with time to spare. Ten carefully chosen stores beat a hundred copy-pasted blasts — buyers can tell the difference.

Ready to land more than one account?

This starter is one sequence's worth. The Wholesale Buyer Outreach System is the whole campaign: 5 cold-outreach email sequences (16 emails — the cold opener, the sample-led pitch, re-warming a quiet lead, the post-show follow-up, and the reorder/nurture), the full follow-up calendar, a ready-made buyer prospect tracker (Excel), the complete 10-objection rejection playbook with a log, a trade-show & market prep kit, and a line-sheet + wholesale-terms primer with a fillable line sheet — plus a Start Here guide on pricing for wholesale and finding the right buyers. PDF guides + a working Excel workbook. Evergreen.

GET THE FULL WHOLESALE BUYER OUTREACH SYSTEM

Available on the Ardent Workshop storefront. [See the full kit >](#)

Need a line sheet first? Ardent Workshop's free Wholesale Line Sheet Template builds the pricing math and a buyer-ready line sheet for you. [Get the free template >](#)

The selling side of a growing shop

A few wholesale accounts change the shape of a business: bigger orders, a separate price list, reorders to time, and invoices to chase — all alongside your retail sales. Keeping that straight from the first account is far easier than untangling it from the tenth.

MEET ARDENT SELLER

Ardent Seller is inventory, order, and customer software built for makers. It keeps your wholesale customers and orders separate from retail, holds a wholesale price list apart from your retail prices, and shows the stock you can actually promise — so the terms on your line sheet are ones you can keep. There's a free plan to start. [Start free at ardent seller.app >](#)

A note on results. This kit is a set of professional templates and a repeatable process — not a guarantee of replies, orders, or accounts, and not legal, tax, or financial advice. Wholesale is relationship selling; set your own prices and terms, and keep what works for your shop.

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