



## RATE YOUR DISTRIBUTOR – A CHECKLIST FOR SUCCESS

We've spoken with a number of people who currently run their Amazon business via a distributor, and sometimes this arrangement works well. If your products are flying via this route, then great. However, some products need a bit more help to get them going. Your distributor may not be aware of all the levers that can drive long term lasting success.

**Use the checklist below** to help you assess how well your partnership is working for you:

- **Do your product detail pages have clear titles, compelling bullet points and several images?**
- **Do you have a brand store?**
- **Are your sales in growth?**
- **Does your product appear on page 1 against the most obvious search terms for your products?**
- **Do you have an agreed advertising support package in place?**
- **Is the advertising delivering results that improve over time?**
- **Do you have an agreed promotional plan?**
- **Are your products consistently in stock/well supplied?**

***If you're not happy with how you answered the checklist, we'd love to talk about how we could help.***

MINSTER *fb* specialises in supporting businesses that own their brands, have secure supply chains and want to invest in growth online. If you'd like to discuss how we could work together, [click here](#). The process involves answering up to 5 questions and supplying your contact details. In response we will send you an indicative cost and an outline of how we can support your Amazon ambitions.