

# Wholesale Pitch Deck Template

A 12-slide, fill-in-the-blanks deck for landing wholesale and brand partnerships.

## Slide 1 – Cover

| Field                | Your response                                                       |
|----------------------|---------------------------------------------------------------------|
| Company name / brand |                                                                     |
| Your name & title    |                                                                     |
| Pitch date           |                                                                     |
| 1-line value prop    | [Brand] reaches [audience] through [channels] at [margin advantage] |

## Slide 2 – About us

| Field                                                        | Your response |
|--------------------------------------------------------------|---------------|
| Year founded                                                 |               |
| Team size & 1-line backgrounds                               |               |
| Distribution channels we own (web, retail, marketplace, B&M) |               |
| Annual revenue (round range; partnerships dont need exact)   |               |

## Slide 3 – Why wholesale / partnership

| Field                                          | Your response |
|------------------------------------------------|---------------|
| Problem you solve for the brand                |               |
| Where the gap is in their current distribution |               |
| Why now (timing)                               |               |

## Slide 4 – Audience

| Field                                            | Your response |
|--------------------------------------------------|---------------|
| Customer demographics (age, gender, geo, income) |               |
| Where they shop & why                            |               |
| Repeat-customer rate / LTV                       |               |

## Slide 5 – Channel mix

| Field                                    | Your response |
|------------------------------------------|---------------|
| Owned (website, app, email list, social) |               |
| Marketplace (Amazon, Etsy, eBay)         |               |
| Wholesale / B&M                          |               |
| % split between channels                 |               |

## Slide 6 – Track record

| Field                             | Your response |
|-----------------------------------|---------------|
| Top 3 prior retail/wholesale wins |               |
| Featured press / logos            |               |
| Customer reviews (pull quotes)    |               |

## Slide 7 – Marketing plan

| Field                                              | Your response |
|----------------------------------------------------|---------------|
| Email blast to X subscribers – affiliate code Y    |               |
| Paid social budget \$Z – KPI: ROAS target          |               |
| Influencer content – 2 creators @ \$A each         |               |
| Site placement: featured collection, hero, sidebar |               |

## Slide 8 – Forecast

| Field                                         | Your response |
|-----------------------------------------------|---------------|
| Units we commit to move in first 3 / 6 months |               |
| Revenue & gross margin                        |               |
| Inventory buy-in we can fund up front         |               |

## Slide 9 – Operations

| Field                              | Your response |
|------------------------------------|---------------|
| 3PL / fulfillment partner          |               |
| SLA: ship within 1-2 business days |               |
| Customer service expectations      |               |
| Returns handling                   |               |

## Slide 10 – Terms we propose

| Field                                        | Your response |
|----------------------------------------------|---------------|
| Net 30, MOQ 50 units per SKU                 |               |
| MAP policy enforced                          |               |
| First reorder cadence (45 days sell-through) |               |
| Co-op marketing budget                       |               |

## Slide 11 – Risks & how we mitigate

| Field | Your response |
|-------|---------------|
|-------|---------------|

|                                                       |  |
|-------------------------------------------------------|--|
| Inventory risk – deposits, 90-day terms               |  |
| Channel conflict – MAP + Amazon exclusivity carve-out |  |
| Reputation risk – monitoring SLA                      |  |

## Slide 12 – The ask / next steps

| Field                                                    | Your response |
|----------------------------------------------------------|---------------|
| 30-day pilot proposal (volumes, terms, success criteria) |               |
| Required from brand side                                 |               |
| Decision deadline                                        |               |

## Pre-send checklist

- Replace all placeholders; spell-check.
- Drop your logo into Slide 1 (template ships blank).
- Drop 2-3 product photos into Slide 7.
- Print to PDF or send as Google Slides export.
- Send as PDF attachment to the brand's wholesale inbox with a 3-sentence cover email.

***Tip.** Brands reply fastest to decks that are short (8-12 slides), specific (your numbers, not theirs), and end with a single ask + 30-day decision deadline.*