

The stockist support workbook

Look at what your retailers need after they place an order.

Stronger wholesale relationships come from making a retailer's work easier: accurate product information, clear order and delivery updates, useful launch assets, and timely support. Map the experience from first order to reorder, then fix the points where your stockists have to chase you.

Work through the essentials

- ☐ Map the journey from new account to first reorder.
- ☐ Ask stockists where they chase information or repeat work.
- ☐ Check product data, variant identifiers, images, and pack sizes.
- ☐ Make lead times, availability, and order changes clear.
- ☐ Give store teams useful launch assets and product knowledge.
- ☐ Define account segments using data you actually have.
- ☐ Check communication preferences and regional requirements.
- ☐ Assign owners and measure missing-data requests and response times.

Make it a plan.

Write one concrete next step for each area. Give it an owner and a date.

The account journey and biggest points of friction

Product information and launch support to improve

Account segments and useful communications

Owners, test accounts, measures, and review date

Put it to work.

Use this worksheet with your team. Start with the gap that prevents a reliable customer experience, then check what changed.

Choose one priority

What will you fix first? Define a result you can observe, such as a correctly fulfilled pickup order or a reconciled stock count.

Assign the work

Name the person who owns the task, the person who verifies it, and the date you will review it.

Test the customer experience

Walk through a representative transaction or campaign before expanding the change. Keep a record of unresolved problems.

Want to talk it through?

Tell us what you found while working through this planner. We can help you decide what needs attention and how to start.

[Book a 30-minute call at theaseco.com/#project-call](https://theaseco.com/#project-call)

Read the full guide and current provider sources:

<https://www.theaseco.com/guides/wholesale-relationships>

Shopify: B2B

Shopify: B2B catalogues and pricing

ICO: business-to-business marketing

Prepared October 14, 2026. Platform features, eligibility, and requirements change. Check current provider guidance for your setup. This workbook does not guarantee sales or search placement.