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The Amazon Seller's Vetting Scorecard

The 9 things US & EU sellers check on your LinkedIn before they reply — and how to score yourself

For sourcing agencies serving Western Amazon / e-commerce buyers.

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— Why this matters

A Western Amazon seller who lands on your LinkedIn profile decides in about **8 seconds** whether you look like a real partner or a risk. They rarely tell you why they didn't reply — they just don't. This scorecard turns those silent judgments into a checklist you can fix.

Score yourself honestly. **0 = not there, 1 = partial, 2 = strong.** Max score 18.

— The 9 signals

1. A headline that names what you source, for whom. Buyers scan the headline first. "Sourcing Agent" tells them nothing. "Sourcing & QC for US Amazon sellers — kitchen, home & pet · 14 factories audited" tells them everything.

- 0: generic title · 1: names category *or* buyer · 2: names both + a proof number

2. A profile photo of a real person, not a logo. Sellers buy from people. A headshot outperforms a company logo on a personal profile every time.

- 0: logo/avatar · 1: low-quality photo · 2: clear, professional headshot

3. An "About" section written to the buyer, not about you. The first 2 lines are all most people read before "see more." They must answer "can this person solve *my* problem?"

- 0: company boilerplate · 1: about you · 2: opens with the buyer's problem

4. Proof you've done this before (numbers, not adjectives). "Experienced and reliable" is what everyone says. "\$4M sourced across 60 SKUs in 2 years, 2% defect rate" is what gets replies.

- 0: adjectives only · 1: one vague number · 2: specific, verifiable numbers

5. Category focus, not "we source everything." Sellers trust specialists. "We do all products" reads as "we're a middleman with no real relationships."

- 0: everything · 1: broad group · 2: clear niche

6. Visible QC / factory-audit capability. The #1 fear of an Amazon seller is a bad batch that gets their listing suspended. Show you inspect.

- 0: not mentioned · 1: mentioned · 2: shown (photos, process, or report sample)

7. English that reads naturally. Not perfect — natural. Awkward English makes a buyer worry every future message will be a misunderstanding.

- 0: hard to read · 1: understandable · 2: clear and confident

8. Recent activity (posts or comments in the last 30 days). An empty profile looks abandoned — or fake. A few useful posts prove you're active and real.

- 0: nothing in 90 days · 1: occasional · 2: consistent, useful content

9. An easy, low-pressure next step. No buyer wants to "book a call" with a stranger. Offer something small: a catalog, a sample quote, a factory list.

- 0: "contact us" only · 1: email listed · 2: a clear, low-friction offer

— Your score

SCORE	WHAT IT MEANS
15–18	Buyers already trust you at a glance. Focus on volume.
10–14	You're losing replies to fixable gaps. Prioritize signals scoring 0–1.
Under 10	Your profile is likely the reason outreach isn't converting. This is the highest-ROI thing to fix.

— The two fastest fixes for most agencies

1. Rewrite your headline and first two "About" lines to name your category + buyer + one proof number.
2. Add one visible QC signal — even a single photo of an inspection with a one-line caption changes how risky you look.



Want us to score your actual profile and rewrite the two lines that matter most — free? Reply to the email this came from, or reach us at the contact page.

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