



• ALL SUPPLIERS • CHECKLIST

The 15-Point Pre-Reply Checklist

The 15 things a Western buyer subconsciously checks before they reply to a Chinese supplier

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Buyers don't reply to profiles that fail this check — and they'll never tell you why. Print this, open your profile, and tick each box. Every unticked box is a reason someone didn't reply this week.

— Look real (5)

- ☐ 1. Profile photo is a clear headshot of a real person, not a logo.
- ☐ 2. Banner image shows your value prop or your operation — not the default blue.
- ☐ 3. Your name and company are consistent and spelled the same everywhere.
- ☐ 4. Location and industry are filled in.
- ☐ 5. Profile is complete — no empty sections screaming "abandoned account."

— Make sense fast (4)

- ☐ 6. Headline says WHAT you do + WHO for + one PROOF, in a buyer's search words.
- ☐ 7. First two "About" lines are about the buyer's problem, not your company history.
- ☐ 8. You have a clear niche — not "we source/make everything."
- ☐ 9. English reads naturally enough that a buyer isn't worried about miscommunication.

— Feel safe (4)

- ☐ 10. At least one proof number is visible (\$ sourced, output, defect rate, on-time %).
- ☐ 11. Quality/reliability is shown, not just claimed (QC photos, certs, or process).
- ☐ 12. Some form of reference or client type is visible (even anonymized).
- ☐ 13. No red flags: no broken links, no spammy all-caps, no "cheapest price guaranteed."

— Be easy to start with (2)

- ☐ 14. You've posted or commented something useful in the last 30 days.
- ☐ 15. There's a clear, low-pressure next step — a catalog, a sample quote, a spec request — not just "contact us."

— Read your result

- **13–15 ticked:** Buyers feel safe replying. Your bottleneck is reach, not trust — increase outreach.

- **8-12 ticked:** Fixable gaps are quietly costing you replies. Start with the unticked boxes in "Feel safe."
- **Under 8:** Your profile is the reason outreach isn't landing. This is the highest-return thing you can fix this month.



Want us to walk your profile through all 15 and fix the ones that matter? Reply to the email this came from.

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