

10 Ideas for Growth this Year

1. Develop Customers 6 to 10

Most managers focus resources and investments on the top 5 customers in any country. Export Solutions retailer database tracks an average of 25 customers per country. Retailers 6-10 are typically underserved plus easier and less expensive to partner with. How are you performing at customers 6-10?

2. New Distribution Drive

Every distributor has customers without full distribution. Update your country listing map. Challenge each distributor to secure 5 or 10 new points of distribution. Make it fun and celebrate success.

3. Amazon

E-commerce sales continue to soar everywhere. Retailers like Amazon feature a multitude of programs to drive sales. Unlike traditional retailers, targeted promotions at Amazon do not require long lead time and may be implemented for short time periods.

4. Publish Distributor Sales Rankings

"What's Measured is Treasured." Distributors are competitive, and like sports teams, strive to appear at the top of the table. Published distributor sales rankings, particularly within a continent can motivate leaders and push laggards.

5. New Country—New Sales

How many countries do you sell to? Create incremental business through tactical exports to a new country. Export Solutions retailer database covers 96 countries, supplying information on an average of 88 distributors per country. These distributors are segmented by category specialization and represent virtually the entire coverage universe of serious distributors in core countries across Europe, Asia, Middle East, and the Americas.

6. Alternate Channels

In the USA, supermarkets represent slightly more than 50% of sales, with alternate channels such as Clubs, Convenience, Foodservice, Dollar, etc. representing almost half the business. This dynamic exists in every country. Incremental volume opportunities exist by searching outside the supermarket box. In some cases, an option is to sell on a seasonal or "in and out basis."



7. Creative Promotion Contest

All retailers are searching for new ideas to generate excitement and store traffic. Sadly, most manufacture trade promotions represent a boring "cut and paste" of last year's twenty-percent-off type events. Sponsor a contest to reward the most creative sales promotion in your region. Support with a marketing budget and aggressive distributors may match your investment.

8. Guyana

Oil rich Guyana's real GDP growth surged 64% last year, a top global performer. It's a small country of around 800,000 people but packed with overseas visitors to support the petroleum industry. Export Solutions distributor database tracks 25 distributors in Guyana. Why not?

9. Is the Store a 10?

The shelf is our product showroom. Most companies publish in store visibility standards to allow distributors to differentiate between a good store and bad store. Consider a shelf drive to improve in-store presence. Kick off with a training session and offer prizes. The store is where "export dreams are converted to revenue streams."

10. Distributor Advisory Council

Establish a Distributor Advisory Council including the leaders of your top distributors. Invite them to a November top-to-top meeting at your headquarters or an exciting location. Believe me, all distributors will exert extra effort to allow their bosses to share great results at the meeting.

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Distributor Search Guide



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