

Manufacturer Report Card

How would you rate if your distributors graded supplier performance? Distributors deliver better results for the companies that support them. 360 feedback is the key to successful partnerships.

Assessment Criteria	Considerations	Rating: (10 = Best)
Distributor Sales Revenue	• Performance vs. previous year	
Distributor Margin (dollars)	• Performance vs. previous year	
Distributor Margin (average)	• Gross/Net margin. Comp. vs average	
Market Share	• Performance vs total category trends	
Case Fill Rate	• Trend? 98% + is gold standard	
Inventory Value (average)	• Trends? # weeks supply on hand	
Manufacturer Payment Terms	• Comp. vs. trade payment terms	
Billback Reimbursement	• Results vs. 30-day benchmark	
New Product Launch	• Success? Category innovation?	
Consumer Marketing Budget	• Trends? Investment vs. previous year.	
Trade Marketing Budget	• Trends? Investment vs. previous year.	
Market Research	• Budget? Nielsen? Consumer insights?	
Export Manager Market Visits	• # Trips? Days in market? Store checks?	
Training Sessions	• How many? In person or virtual?	
Price Increase Percentage	• Comp vs. inflation and category?	
Brand Portal Resource	• Quality/ Availability of information	
Customer Service Team (manufacturer)	• Response time? Problem solvers?	
Sales Contest Participation	• Sponsor events to motivate team?	
CEO/Senior Manager Visit	• Leadership engaged in market issues?	
Awards/Recognition	• Does manufacturer celebrate success?	