

10 Tips – New Ideas to Thrive in the Zoomer World

Skyrocketing e-commerce sales revealed that brands and distributors urgently need to upgrade their marketing models for this high growth channel. Covid accelerated the use of communication tools like Zoom. Check out Export Solutions' 10 tips for your export sales to thrive in the world of Zoomer.

1. New Rules: Regular Distributor Brand Manager Zoom Meetings

For many, scheduled weekly Zoom meetings with distributor brand managers have replaced periodic phone check-ins. Monday afternoons work well, as people are fresh and you have an entire week to solve problems. Create expectations such as deadline for pre-work, length of meeting, and which distributor team members will participate.

2. E-Commerce Strategy for Every Country

Many companies created advanced strategies for e-commerce development and digital marketing for their "home country." However, some export managers and overseas distributors treat e-commerce as a niche channel. Brand owners should request an e-commerce growth strategy for each export market, including the shift of marketing investments to digital tools.

3. Design a New Format for Information Sharing

There is a giant gap between online portals with transparent sharing of data between partners and old fashioned Excel reports for sales forecasts and monthly sell out. With "more time for thinking, less for travel," managers require more robust data platforms for advanced business analysis. Challenge your information technology department to create an enhanced web portal for your international partners.

4. New Distributor Screening via Zoom

This month, I conducted two new distributor search projects with initial meetings via Zoom. These "first dates" were successful, as they established distributor interest and could be arranged with a few day's lead time. This approach functions well for well known brands with a commitment to invest in marketing. Don't forget to send product samples!

5. Virtual Trade Shows Gain Popularity

Government export support and trade show organizers are pioneering web based platforms to facilitate new distributor "buyer-seller" relationships. These tools are worth a look and may represent a future alternative if they attract participation from top distributors and brands.

6. Distributor CEO Checkpoint

When was the last time you met with your distributor's owner or CEO? Easy to establish a quarterly Zoom checkpoint meeting. This supplies an official forum to review the state of your business and secure CEO feedback on market outlook and planned investments.



7. E-Commerce Scorecard

Performance metrics and tracking standards should be extended to the e-commerce channel. Basics could include key account sales trends, items listed, pricing, share of page one, and trade promotion. Brand owners must track results at e-commerce customers like any other major customer.

8. Zoom Buyer Meetings

A future measure of strong distributor key account management may be their ability to organize Zoom buyer meetings for their international suppliers. A brand owner is uniquely qualified to share a brand's story and unique attributes. Buyers are usually receptive to contact with global executives. Watch-out: beware of the risk that buyers use the Zoom meeting as just as another opportunity to ask for more money.

9. Participate in Distributor Monthly Sales Meetings

Most distributors conduct weekly or monthly sales meetings on Fridays. Brand owners may be invited, but are rarely in town on a Friday. Why not schedule a Zoom training or update seminar with your distributors sales team during their regular team meeting?

10. Online Store Check

Leading supermarket chains offer web shops for home delivery or in store pick up. These sites allow you to immediately check pricing, authorized assortment, and competitive activity from the comfort of your home office.

Export Solutions' retailer database tracks more than 2,600 retailers in 96 countries, including "one click" access to supermarket web shops and weekly fliers if they are available.

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