

## What Makes a Great Distributor CEO?

CEO Assessment	Considerations	Rating: (10 = Best)
Achieves Joint Business Targets	<ul style="list-style-type: none"> <li>Committed and dependable.</li> </ul>	
Dedication to Your Business	<ul style="list-style-type: none"> <li>Knows details. Visits your HQ.</li> </ul>	
Willing to Invest	<ul style="list-style-type: none"> <li>People, technology, brand building.</li> </ul>	
Strong Customer Relations	<ul style="list-style-type: none"> <li>Senior contacts at top retailers.</li> </ul>	
Relationship With Brand Owners	<ul style="list-style-type: none"> <li>From export manager to CEO.</li> </ul>	
Response Time	<ul style="list-style-type: none"> <li>Same day to one week?</li> </ul>	
Thinks Like A Marketer	<ul style="list-style-type: none"> <li>Creative, brand building ideas.</li> </ul>	
Frequent Visits: Retail Stores	<ul style="list-style-type: none"> <li>Good grasp of retail conditions.</li> </ul>	
Problem Solving	<ul style="list-style-type: none"> <li>"Hands on," responsive.</li> </ul>	
Compound Annual Growth Rate	<ul style="list-style-type: none"> <li>Flat to 10% or more.</li> </ul>	
Cost to Serve Transparency	<ul style="list-style-type: none"> <li>Detailed understanding of costs.</li> </ul>	
Celebrates Team Success	<ul style="list-style-type: none"> <li>Awards, promotions, raises.</li> </ul>	
CPG/FMCG Background	<ul style="list-style-type: none"> <li>Senior level external experience.</li> </ul>	
Years of Service	<ul style="list-style-type: none"> <li>New to 20 years or more.</li> </ul>	
Local Industry Leader	<ul style="list-style-type: none"> <li>High profile in community.</li> </ul>	
Work Ethic	<ul style="list-style-type: none"> <li>Office time vs. overseas trips?</li> </ul>	
Information Technology (IT)	<ul style="list-style-type: none"> <li>Invests in "best in class" IT.</li> </ul>	
Ethical and Trustworthy	<ul style="list-style-type: none"> <li>Principled, respected partner.</li> </ul>	
Respects Manufacturer's P & L	<ul style="list-style-type: none"> <li>Sells profitable cases.</li> </ul>	
Relationship: Entire Team	<ul style="list-style-type: none"> <li>Finance, logistics, administration.</li> </ul>	