

Breakthrough – Contacting New Distributors

Strong distributors are inundated with lengthy emails from brands searching for a qualified partner. Distributors check their emails every ten minutes just like the rest of us. Brand owners are frustrated by the lack of response to their generic, mass emails. Export Solutions works on around 35 distributor search projects per year. This requires us to be experts at breaking through the clutter to reach the distributor owner or manager in charge of new business projects.

Breakthrough Techniques

- Call immediately after email. Before 9:00 AM and after 4:00 PM are prime time.
- Receive an introduction from one of distributor's existing suppliers.
- Request your local government trade officer make an introduction.
- Connect with distributor team members through LinkedIn.
- Stimulating subject line: New Business Opportunity – Leading XYZ Brand.
- Try mobile phone, WhatsApp, Skype, or better yet...a FedExed Letter!
- Work through managing director's assistant to facilitate contact.
- Initiate contact through a distributor's junior level team member.
- Hire local to handle contacts: Russia, China, Japan.
- Follow up: use at least 3 of the above tactics.

If no response after 3 days, this signals a clear lack of interest.

Looking for Good Distributors?

Export Solutions' database covers
8,000 distributors in 96 countries.

www.exportsolutions.com



Export Solutions
Distributor Identification Experts