

Desktop Distributor Management

How do you motivate distributors without a personal visit?

Managers received the “gift of time” to perform “more thinking and less traveling.”

Check out Export Solutions’ 15 strategies to build your international business from the home office.

#1 Tip – Be nice, remain positive!

Strategy	Considerations
E-Commerce Development	• Critical time to upgrade distributor capability or get left behind.
Pivot to Supermarkets	• Capture food sales shifted from Foodservice to Supermarkets.
Recession Planning	• Apply lessons learned from 2008-9 recession.
Deep Dive Business Analysis	• What’s working? What’s not? Changes for “New Normal”?
Distributor CEO Contact	• Secure input on CEO outlook and second half 2020 forecast.
Distributors: Winners or Watch-outs?	• Big brand distributors enjoying record sales. Niche product distributors suffering.
Retail Sales Contest	• Stores are open. Perfect time to generate field sales excitement.
Training Webinar	• Educate distributor teams on new products and strategies.
Weekly Inventory and Sell-out Data	• Required to keep supply chain full and detect early problems.
Watch Currency and Oil Prices	• Easy to identify future problems: oil dependent nations and countries with 20-30% currency devaluation vs. \$ USD.
Research New Markets/Distributors	• Gain head start on 2021 growth opportunities.
Price Survey	• Lots of movement. Survey now to avoid surprises later!
Adjust Trade Marketing Plan	• Consider investment shift to digital marketing and promotion.
Results versus Country Conditions	• Identify performance out of sync with overall market reports.
Start Thinking About 2021!	• Rough comparisons versus 2020?

Zoomer Webinar

- New World of Export: Post Covid
- Global E-Commerce Strategies
- New Distributor Model 2021
- Available now, delivered by Greg Seminara



Contact Greg Seminara at greg@exportsolutions.com for more information and scheduling

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