

Export Catalyst

by Greg Seminara



New *Sales from* Old Markets



Export Solutions
Global Experts, Local Solutions

Catalyst: **spark** to stimulate
new growth strategies.

Introduction

- Your company has export footprint in most key countries
- Current distributors are adequate, but growth has slowed
- Good export team, but too much repetition of old strategies and inefficient promotions

Challenge: Team requires new ideas to propel existing business to next level

Solution: **Export Catalyst** stimulates new sales through innovative strategies for your current distributor network



Overview

Four Core Program Pillars

1. Distributor Segmentation: “Capabilities and Alignment”
2. More in the Store
3. People Power
4. Distributor Economics

“At our ESMA annual convention – the summit of the distributor industry in FMCG in Europe – we share thoughts and invite speakers of significance. Greg Seminara was invited to speak about his view on the development of distributors and the elements in the marketing mix of relevance to this business sector. Greg impressed his audience with his vast knowledge, his ability to communicate and some clear thoughts about the drivers behind results. The feedback to his speech was excellent and participants highlighted his hands-on understanding about our business.”

CEO – ESMA
European Sales & Marketing Association

Testimonial

Export Catalyst Best Practices



Topic	Core Themes
Distributor Segmentation	<ul style="list-style-type: none"> • Distributor capability and specialization assessment • Segmenting distributors: “leaders, performers, laggards” • Motivating different classes of partners • Distributor change management
More in the Store	<ul style="list-style-type: none"> • Defining a good store versus a bad store • Trade promotion effectiveness: creativity, KPI’s • Culture change: managing in-store merchandising metrics • Tool kit: listing maps, perfect shelf, etc.
People Power	<ul style="list-style-type: none"> • Distributor CEO/MD engagement in your business • Distributor brand manager: veteran or trainee? • Gaining support of total distributor team • Your role: doctor, coach or babysitter? • Creating brand champions
Distributor Economics	<ul style="list-style-type: none"> • How distributors make money • Calculation Diagnostic: from factory to store shelf • Analyzing your profit contribution to distributor organization • Distributor profit centers

Export Catalyst Options

- Organize as a Work Session or Training Workshop
- Flexible Program: 1 day and 2 day options
- Schedule with annual sales meeting or trade fair.
- Combine Export Solutions' workshop with your own company presentation
- Additional modules: *Strategic Export Development*, *Finding Best in Class Distributors*, *Selling to the USA*, and *25 Export Problems (& Solutions!)*



Looking for new sales from old markets?
Contact Greg Seminara to schedule Export Catalyst

About Greg Seminara

Greg Seminara founded Export Solutions in 2004 after a career with Procter & Gamble, Clorox, and the leading USA Food Broker. This included positions based in the USA, Saudi Arabia, and Argentina. Credentials include:

- Creator of industry distributor database: 96 countries, 8,600 distributors
Categories: Confectionery/Snack, Gourmet/Ethnic, Beverage, Italian Foods.
- Author/Publisher of *Export Express Newsletter* (circulation: 8,700).
- Author/Publisher: *Export Strategy Guide*, *Distributor Search Guide*, *Selling to the USA*, *Distributor Management Guide*, *300 Tips for Export Managers*, and more than 200 articles on export development and selling through distributors.
- Completed 300+ Distributor Search projects in 48 countries - 5 continents.
Clients include Nestlé, Barilla, P&G, Starbucks, and Tabasco.
- Recognized by European Distributors Association (ESMA) for lifetime contributions.



Dear Greg

"I am very grateful for the excellent training we were able to set up with your support in Parma last month. The two day program proved extremely helpful, rich with insights and experiences that we were striving to deliver to our key people in international markets.

The two days allowed us to cover broad & strategic issues, such as country segmentation & prioritization, as well as very specific and practical issues, such as the distributors' business models, drivers of distributors' performance and how that can be influenced by the brand owner, to how to improve performance in the "moment of truth," with the "more in the store" section.

I therefore wish to take the occasion to thank you again for your important contribution, and am also very glad to mention that, as we do for all trainings done in the Barilla Lab Learning Center, your program was subject to a post evaluation from all participants, and that it scored among the highest programs taken in these past few years."

Barilla

Director, Export Markets

Testimonial