

New Distributor Assessment Grid

Criteria (weighting)	Rating	Evaluation Factors
Corporate Credentials 30%		Size, sales force, logistics, # employees. Reputation (reference check existing brands). National coverage. E-commerce.
Category Expertise 20%		Sells brands in my category. Shelf space for existing brands. Current brands selling to target retailer. Category analysis and insights.
Brand Building 15%		Digital marketing. Marketing plan, cost, timing. Success stories.
Cost to Serve 15%		Fair, transparent model relative to size of business, brand investment, and work required.
Enthusiasm for My Brand 20%		Advance preparation, CEO involvement. Follow-up on commitments. Alignment with your vision.
X Factors: People, Admin., Professionalism, etc. +/-		CPG/FMCG background for leaders. Data sharing. Entrepreneurial spirit. Do you enjoy the people?

Rating System



Rating	Score
Excellent	9-10
Very Good	7-8
Average	4-6
Fair	2-3
Poor	0-1



Contact Greg Seminara at greg@exportsolutions.com to discuss your distributor search project.

www.exportsolutions.com