

Preferred Supplier Scorecard

Distributors deliver their best results for their favorite principals. How do you rank?

Supplier Assessment	Considerations	Rating: (10 = Best)
Annual Sales Revenue	<ul style="list-style-type: none"> • Percent of total distributor sales 	
Annual Profit Generated (\$)	<ul style="list-style-type: none"> • Net sales times gross margin 	
Years of Service	<ul style="list-style-type: none"> • New to 20 years or more 	
Compound Annual Growth Rate	<ul style="list-style-type: none"> • Flat to 10% or more 	
Supplier Investment Level	<ul style="list-style-type: none"> • Zero to 25% of sales 	
Celebrates Success	<ul style="list-style-type: none"> • Awards, dinner, thank you notes 	
Shares Best Practices	<ul style="list-style-type: none"> • Serves as category expert 	
Logistics Service Level	<ul style="list-style-type: none"> • Target 98% on time, complete orders 	
Visits Retail Stores	<ul style="list-style-type: none"> • Never to full day every visit 	
Reimbursement of Billbacks	<ul style="list-style-type: none"> • 2 weeks to 3 months 	
Senior Management Relationship	<ul style="list-style-type: none"> • None to long term partners 	
Export Manager Experience	<ul style="list-style-type: none"> • New hire to 10 years or more 	
Response Time	<ul style="list-style-type: none"> • Same day to one month 	
Supports Distributor's Ideas	<ul style="list-style-type: none"> • Invests in local ideas 	
Good on Customer Calls	<ul style="list-style-type: none"> • Avoids calls to customer favorite 	
Admin Requirements	<ul style="list-style-type: none"> • Orders only to multiple reports 	
Supplier Visit Frequency	<ul style="list-style-type: none"> • Never to weekly 	
Relationship: Entire Team	<ul style="list-style-type: none"> • Finance, logistics, administration 	
Respects Fair Profit for Distributor	<ul style="list-style-type: none"> • Healthy distributor is profitable 	
Achieves Joint Business Targets	<ul style="list-style-type: none"> • Creates culture of success 	