



**Export Solutions**  
Distributor Identification Experts

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# Export Express

Insights to Accelerate International Expansion



Our Mission: Help Manufacturers "Spend time *Selling* to Distributors versus *Searching* for Distributors"

## Looking for New Distributors?

How about 8,800? Export Solutions' distributor database has helped 3,000 brand owners in 14 years accelerate the process of finding qualified distributors. Our database covers more than 8,800 distributors of supermarket and drug store type products in 96 countries. Search by country, category, brand name, or country of origin. We feature an average of 79 distributors per country across Asia, Middle East, Europe, and the Americas. "Spend time selling to distributors versus searching for distributors."

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## New Tools for New Times



There are new rules for export development. Trade shows have been replaced by virtual distributor meetings. E-commerce is the new growth channel. Market visits are accomplished through web store checks and Zoom calls. Fortunately, 2020 represented a record year for many food retailers and suppliers. This creates the monumental challenge of deploying new strategies to insure continued growth in 2021. Export Solutions shares new tools for new times.

### Export Passport

Export Passport supplies a numerical classification system for exporters and distributors. This allows brand owners and distributors to connect based upon similarity in mutual business ambitions. Our exporter scale identifies ten types of companies, from start-ups to multinationals. This calibration measures status of a brand's business in their home country and export success. The distributor classification ranges

from one star "Pioneer" distributors open to partnering with new brands to five star "Champion" distributors seeking category leaders. Export Passport is a game changing model to refine the distributor search process. View details starting on page 6.

### Online Distributor Dating

Would you get married without meeting in person? Online distributor dating gives brand owners a chance to "flirt," but you must be realistic unless you are an attractive multinational. See our page 3 article on the *2020 Rules for Online Distributor Dating*.

### One Page Company CV

Export managers can improve distributor search effectiveness through preparation of a one page company profile or CV. This supplies the critical information on "what distributors really want to know" about your company and plans for their country. This template is available on page 4.



## Survival of the Fittest

How will you forecast 2021 sales? This is a tough question, as we all attempt to analyze an unprecedented 2020. Will your company continue to enjoy strong consumer demand during the new normal of 2021? Or revert back to historical sales trends as we adjust to life in the post Covid 19 world?

Here is what we do know:



## Strategic Services

### Contact Us for Export Solutions

1. Identify Best in Class Distributors: 96 Countries
2. Best Practices Export Strategy
3. Distributor Management Workshops
4. Export 101: Let's Get Started
5. New Market Prioritization & Launch Plan
6. Personal Distributor Introductions: 96 Countries
7. Walmart International
8. Distributor Contracts, Margins, & Fees
9. Meeting Speaker
10. International Strategy Expert

### 2021 Will Likely Face Recession

Government supplemental unemployment benefits will end. Many small business owners and commission based workers will suffer due to reduced revenue. The retail food business may remain healthy due to channel shifting from Foodservice. In tough times, supermarkets capture an increased share of the family food budget. We predict a trend of people "eating well," treating themselves to affordable gourmet luxuries.

### Foodservice Will Look Different and Not Rebound Soon

Reduced business travel and entertainment will hurt upscale restaurants. Many companies will continue to allow employees to work remotely a few days per week impacting company canteens and take away. "Ghost" kitchens will flourish based upon the pickup and delivery model. This allows chefs to return to their culinary roots without the fixed cost of dining room space and managing large teams of people.

### The Strong Will Get Stronger

Brands that performed well in 2020 should continue to enjoy positive demand. However, a second year of double digit growth is unlikely. "Big brands" are back in, with winners reflecting new recipes to meet modern taste palate requirements. Leading food companies have benefitted, as consumers have rediscovered their childhood favorites with healthier ingredients and modern flavors.

### The Weak Will Get Weaker

Budget for further losses where our brands are considered niche and non essential. New "challenger brands" will find it difficult to gain traction, as masked shoppers rush through stores quickly. Or skip stores entirely and order online.

### E-Commerce Continues To Boom

Reports suggested that the pandemic advanced e-commerce development by 18 months. A best practices strategy is to create e-commerce plans for every country. Encourage distributors to invest in their e-commerce key account sales, digital marketing and online service platforms. The challenge is to translate your home country e-commerce capabilities to a core competency. Contact Export Solutions for a copy of our free Distributor E-Commerce Scorecard.

### Supermarkets Depend On New Items

The omni channel battle will wage on! Supermarkets thrive by creating a sense of in-store excitement. Chains also depend on the revenue stream provided by listing fees and brand launch programs. Supermarkets have also enjoyed record years and remain open to true category innovations, supported by mandatory investments in store promotion and digital marketing.

We are fortunate to be involved in the critical work of feeding people and maintaining home and personal hygiene. 2020 winners were companies who stuck to the fundamentals, kept the supply chain full, and treated their customers, consumers and distributors with respect. Our work does not get any easier...But if the work was easy, they wouldn't need us!

Greg Seminara  
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## Online Distributor Dating: 2020 Rules

How do you sign new distributors without traveling and trade shows? The export community is rushing to virtual trade shows as a new tool. Leading distributors are already past the early novelty of online “blind dates.” What are the new rules of online distributor dating? View Export Solutions’ 10 tips for a successful “match.”

### 1. Are You a Good Fit For Each Other?

The process of exporter and distributor linkage is frequently random, with little thought to pre-screening for prime prospect candidates. Our Export Passport system classifies exporters from level one “start-ups” to level ten multinationals. Distributors range from one star “pioneers” to five star “champions.” Exporters should focus on Prime Prospect distributors that represent a good potential fit based upon their business aspirations and investment level.

### 2. What Distributors Want to Know

Create a one page, fact based company profile focused on “what distributors want to know.” Export managers fill distributor inboxes with offers loaded with information on product attributes, but fail to address key issues regarding brand competitiveness for a country. What is your pricing strategy relative to competition? How much will you invest in promotion and media? What is a reasonable size of the prize for the distributor?

### 3. Brandscaping – Credentials Makeover

Your website is the first place a potential new distributor will check before confirming a web meeting. Has your site been updated to reflect Covid 19 realities? Conduct a credentials makeover of your web site, company catalog, and standard presentation. Focus on commercial facts such as your market share, social media campaigns, and launch model versus bland promises on superior performance and the claim that you export to 30 countries.

### 4. First Date – Casual Coffee

Think of your initial web meeting with a distributor as a first date for a coffee. Do not try to overwhelm the distributor with facts and PowerPoints. Send presentations, samples, and your profile in advance. Devote the “first date” to telling your “brand story” in a personal way. Share relevant local examples while supplying a rationale why the distributor and his country represent a good match with your ambitions.

### 5. Second Date – Working Lunch

What will the relationship look like if the brand and distributor decide to work together? Export manager can share a brief containing their objectives (size of prize), pricing, investment model, and marketing strategy. Motivated distributors will design a business plan and questions. These items should be shared in advance. The second date should be devoted to talking about the proposed plan and gaining alignment around key issues.

### 6. Samples – Essential

A distributor will not buy your product without tasting it. Send samples in advance. Distributors will be compelled to accept the virtual meeting at the very least to share local feedback on taste preference. Include a small gift with your company logo.



### 7. Online Category Reviews – Local Research

Many top supermarket chains feature e-commerce web shops. It's simple to conduct basic overseas category reviews from the comfort of your home office. This allows you to capture local category dynamics in advance of your call and validate distributor performance at leading retailers. Export Solutions' retailer database tracks more than 2,500 retailers in 96 countries, with one-click links to retailers web shops as available.

### 8. YouTube Videos Make You Stand Out

Create a fun 2-3 minute YouTube video. Show your factory, product range review, and introduce your export team. Demonstrate your creativity and what an energetic partner you will be. Balance original content with professional quality.

### 9. Check Out Their Family

Reference checks are essential with online distributor dating. Conduct a Google map search to see the distributor's building. Check out how many employees they have on LinkedIn. See their depth of product listings on local supermarket web shops. Check with two or three of their existing suppliers. Run a Dun and Bradstreet financial check. No company is perfect, but you must provide extra attention to the due diligence process during this period of uncertainty.

### 10. Visit Before the Wedding

Online distributor dating (or Zoomer) can streamline the process of new distributor screening. However, nothing replaces the intimacy of a personal visit to the distributors country. It may be possible to complete the preliminary “dating” steps online. However, it may make sense to delay the wedding ceremony until you can visit the country in person. Divorce is ugly and costly. As with many couples in love today, it may be better idea to delay the wedding to enjoy a longer honeymoon. Good luck!

## Exporter Data Sheet

### What Distributors want to Know about Your Company

*New Business Opportunity:* \_\_\_\_\_ *(Company Name/Country)*

Key Contact:		Telephone:	
Web Site:		Email:	
Founding Date:		Ownership:	
Annual Sales:		Total Employees:	
0-\$50 million	\$50 million - \$250 million	\$250 million- \$1 billion	\$1 billion +
% Sales International:			
0-10%	10-25%	26-50%	50% +
Exporter Classification/Description: _____ (#1-10, based upon Export Solutions' scale)			
Core Product Range:			
Unique Selling Point:			
Market Share:			
Home Country:	Country A:	Country B:	Country C:
Current Business in Distributor's Country:		Yes/No:	Size \$:
Current Customers (Distributor's Country):			
Investment Model:	Listing Fees*: Yes/No	*average \$35 per item, per store	
Trade Promotion Budget:	Dead net price:	10% of sales:	Mass:
Marketing:	Digital:	Sampling:	360 degree:
Ambition/Size of Prize:	Sales:	Market Share:	
Year 1			
Year 2			
Year 3			

## Can We Help You?

### Distributor Search Helper for:



Your  
Logo  
Here



Procter & Gamble



## Recent Distributor Search Projects

Asia	Europe	Middle East	Latin America
Australia	Germany	Israel	Argentina
China	Ireland	Kuwait	Brazil
Indonesia	Netherlands	Qatar	Colombia
Japan	Nordics	Saudi Arabia	Costa Rica
Malaysia	Spain	UAE	Ecuador
Philippines	United Kingdom		Mexico
Singapore		Canada	Panama
South Korea	South Africa	United States	Peru



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Distributor Identification Experts

## Call the Export Accelerator!

Contact Greg Seminara at [greg@exportsolutions.com](mailto:greg@exportsolutions.com)  
to discuss your business development project.

[www.exportsolutions.com](http://www.exportsolutions.com)

# Export Passport



## Strategic Export Development Program



**Export Solutions**  
Distributor Identification Experts

# Distributor Search Challenge



- Some distributors are too big...
- Other distributors are too small!

✓ Export Passport identifies  
**Prime Prospect** distributors  
that represent the **Right Fit**

# Exporter Classification\*

Type	Description	Export Profile
10	Multinational	Strong market share everywhere across multiple categories.
9	Global	Multinational. Mix of leading countries and niche participation.
8	Category Champion	One core mass category. Strong performance globally.
7	Icon	Well known, niche leader. Global availability. Example: Tabasco.
6	Regional Leader	Strong share across one continent/region. Some export success.
5	National Hero	National treasure, #1 brand. Exports to homesick expats, tourists.
4	Player	Respectable share in home country. Opportunistic exports.
3	Participant	"Me too" product. Opportunistic exports. "Trader"/private label.
2	Challenger	Innovator. Some listings in home country. New to export.
1	Start-up	Trying to get traction in home country. Export "dreamer."

\*Export Solutions' classification system

# Distributor Classification\*

Stars	Title	Description	Prime Prospects
★★★★★	<b>Champion</b>	Massive distributor. Handles multinational/#1 brands across many categories.	Brand leaders. \$\$\$ marketing budgets. Exporter types: 6-10
★★★★	<b>Captain</b>	Category Captain. Handles leading brands in one segment.	Category innovators/leaders. \$\$ marketing budgets. Exporter types: 5-9
★★★	<b>Player</b>	Mid-size distributor. Handles #2/3 brands or niche leaders across many categories.	Differentiated, premium brands. \$-\$\$ marketing budgets. Exporter types: 4-7
★★	<b>Participant</b>	Respected local. Diversified product portfolio. Results equal to investment.	Flexible, challenger brands. \$ marketing budget. Exporter types: 2-4
★	<b>Pioneer</b>	Small distributor. Entrepreneurial, open to innovative new companies.	Start-up brands. "Pay as you go" marketing. Exporter types: 1-3

*\*Export Solutions' classification system*

**Need more information? Visit [www.exportsolutions.com](http://www.exportsolutions.com).**

# Export Passport Program



- Identify Prime Prospect distributor candidates:
  - Asia, Middle East, Americas, Europe
  - 5 and 10 country packages
- One year access to Export Solutions' distributor and retailer databases. Coverage: 96 countries
- Distributor Search: Best Practices Workshop
- New Distributor Cooperation Model Workshop, "From first meeting to first order!"
- "Export Ready" credentials presentation template
- Fixed fee for all Export Passport services



**Export Solutions**  
Distributor Identification Experts

# Export Passport Application



## Contact us for Export Success!

- Distributor Search helper in 96 countries

Contact Greg Seminara at  
[greg@exportsolutions.com](mailto:greg@exportsolutions.com)  
or (001)-404-255-8387  
[www.exportsolutions.com](http://www.exportsolutions.com)



## Export Reports: Format and Frequency

Every exporter requires certain reports to manage the business.  
Productivity is enhanced when distributor focuses on selling activities versus compiling a stack of reports.  
Everything functions better when reports are filed on a regular schedule.

Report	Description	Monthly	Quarterly	Annually
Distributor "Sell Out"	Distributor sales to customers	x		
Sales Forecast	Rolling 90-180 days	x		
Distributor Inventory	Weeks supply on hand, by sku	x		
Sales Versus Budget	Progress vs. annual objective	x		
KPI Dashboard	Coverage, Displays, Distribution, etc.	x		
Listing Map/Plans	Brand/sku authorization,by customer	x		
Sales Promotion Calendar	Capture adjustments, and payout	x		
New Product Launch Status	Acceptance by key customer	x		
Category Review (Nielsen ?)	Category trends		x	
Retail Price Survey	Top 10 customers		x	
Competitive Activity	New launches, innovation		x	
Distributor Credentials	Distributor "standard" presentation			x
Credit Report	Financial update			x
Distributor Value Chain	Factory gate to store shelf			x
Annual Business Plan	Agreed road map to achieve objectives			x
Retailer Business Review	Top 5 retailers			x
List of Top 10 Customers	Plus your buyers name			x

## Country Experts

Looking for distributors specialized in brands from your country? Search Export Solutions database to find overseas distributors handling food, beverage, and sweets brands from your country.



**Italian Food & Sweets**  
1,346 Distributors



**German Food & Sweets**  
637 Distributors



**Spanish Food & Sweets**  
384 Distributors



**Latam Food & Sweets**  
505 Distributors



**UK Food & Sweets**  
646 Distributors



**USA Food & Sweets**  
1,133 Distributors

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# Where Do You Want to Grow?

## Asia/Africa/Middle East

	Australia – 269 Distributors
	China – 159 Distributors
	Hong Kong – 172 Distributors
	India – 101 Distributors
	Indonesia – 75 Distributors
	Japan – 175 Distributors
	Korea – 142 Distributors
	Malaysia – 127 Distributors
	Philippines – 104 Distributors
	Singapore – 173 Distributors
	Thailand – 91 Distributors
	Vietnam – 40 Distributors
	Israel – 75 Distributors
	Saudi Arabia – 113 Distributors
	U.A.E. – 190 Distributors
	South Africa – 107 Distributors

Plus 14 more countries

## Europe

	Austria – 65 Distributors
	Belgium – 77 Distributors
	Croatia – 69 Distributors
	France – 117 Distributors
	Germany – 170 Distributors
	Greece – 79 Distributors
	Hungary – 62 Distributors
	Italy – 90 Distributors
	Netherlands – 143 Distributors
	Poland – 75 Distributors
	Russia – 108 Distributors
	Spain – 144 Distributors
	Sweden – 96 Distributors
	Switzerland – 90 Distributors
	Turkey – 80 Distributors
	U.K. – 249 Distributors

Plus 19 more countries

## Americas

	Argentina – 60 Distributors
	Bolivia – 51 Distributors
	Brazil – 136 Distributors
	Canada – 204 Distributors
	Chile – 85 Distributors
	Colombia – 80 Distributors
	Costa Rica – 68 Distributors
	Ecuador – 55 Distributors
	Guatemala – 53 Distributors
	Mexico – 186 Distributors
	Panama – 60 Distributors
	Paraguay – 57 Distributors
	Peru – 80 Distributors
	Uruguay – 50 Distributors
	USA – 575 Distributors
	USA – 548 Brokers

Plus 14 more countries

*Use Export Solutions Database  
to fill in the Gaps in your  
Export Coverage Map*