



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 9,000? Export Solutions’ distributor database has helped 3,000 brand owners in 14 years speed up the process of finding qualified distributors. Our database covers more than 9,000 distributors of supermarket and drug store type products in 96 countries. Search by country, category, brand name, or country of origin. Experts for Europe, Middle East, Latin America, and Asia with complete regional coverage. “Spend time selling to distributors versus searching for distributors.”

Managing the New Normal



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Vaccines approved! Most forecast freedom of movement by summer 2021. 2020 forced us to deal with the realities of commercial distancing, the practice of brand building while separated from consumers, distributors and retailers. What did we learn? How can we emerge stronger than before? AC Nielsen labels 2021 the time to “rebound, reboot, and reinvent.”

Fast and Frequent Face Time

Web meetings will continue to replace frequent flier points. They can be arranged quickly and inexpensively and don’t require dealing with luggage and time zone changes. However, the novelty is over and a new protocol has been established to regulate this powerful tool. Web meetings are more personal than a phone call and allow more face time without a quarterly market visit. Winners in 2021 will schedule virtual meetings to train distributor sales personnel, connect

corporate office functional experts with distributor peers, and participate in overseas buyer meetings.

Analyze Why, Not What

Many industry players experienced unprecedented swings in 2020 business performance. Big brands surged while challenger brands suffered. Export managers were held hostage by plant capacity, begging supply chain contacts to ship overseas orders. Many invested time for deep dive analysis of shipment trends. The key is to understand consumer behavioral shifts impacting performance not just the boxes moved through the system. What is the “why” behind the buy?

E-Commerce Pivot Point

Baseline e-commerce sales surged by 40% or more. 2020 was the pivot point, and Covid lockdown accelerated

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Brandscaping

Is it time for a fresh look for the new year? The 2020 pandemic redefined business practices. We witnessed a global surge in e-commerce and spent our days locked down in our home offices on Teams or Zoom meetings. Despite the new dynamics, many companies remained glued to the old marketing playbook. The first quarter of 2021 delivers a gift of time to brandscape. Below are five areas to consider as you refresh your export strategy and credentials.



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

Web Site

When was the last time that you updated your web site? Does your site maintain a modern, inviting, look and feel? Are your products updated? Is there a page dedicated to your international presence and export team? Add your bio and photo to create a personal connection. Update your contact us template to make it easy for potential distributors (or brand owners) to share their company information. Your web site is the first place that a prospective distributor or supplier will look when evaluating your company.

E-Commerce

E-commerce sales grew by 40% and will only become larger. However, many companies do not fully address their e-commerce capabilities and game plans in their presentations. Managers should evaluate each element of their business model to highlight the impact of e-commerce. Adapt your presentations to discuss Amazon success stories, special e-commerce packs, and digital marketing skills.

2021 Company Credentials

Distributors and brand owners regularly participate in new business "pitches." The typical move is to dust off the old presentation and swap logos without a proper refresh. Consider revising your presentation to a modern 15 page deck. For suppliers, start with a one page fact sheet, listing sales, history, employees, etc. Follow with pages on your product portfolio, export success, and most importantly, strategy and investment plans for the new country. Distributors should also concentrate on basic company facts, organization chart, channel and customer coverage, and approach to brand building.

Training

Many export managers and distributors delivered a new commitment to training facilitated by web based platforms. It is now easy to conduct web training remotely, even adding resources and experts from your company headquarters. Why not create a new training module to share with your distributors? Add excitement, entertainment, and engagement to supplement the learning. Don't forget to send product samples, even if the training is virtual.

LinkedIn

Brandscaping includes "brand you." Over 800 million business people are registered on LinkedIn and I assume that includes you. When was the last time that you updated your photo, background, or profile? Or shared an article of interest or "liked" a post from a colleague? LinkedIn is an important marketing tool, not just a site for job search.

Most expect another four to six months before regular business travel resumes. This presents a perfect window to brandscape your marketing toolkit before the race back to the airport. I followed my own advice and launched a new web site which makes it easier for readers to access my 15 free Export Guides and more than 200 articles and templates on export development. Please visit www.exportsolutions.com and let me know if you like our new look.

Greg Semina
greg@exportsolutions.com

Distributor Supplier Relations Managing the New Normal

Activity	Old School	New School
Customers	Mass Supermarkets	Omni Channel
Mom: Whats for?	Dinner	Breakfast, Lunch
Sales Team	Over 50's	Under 30's
E-Commerce Channel	Niche	Mass
Assortment	Limited (supermarkets)	Unlimited (e-com.)
Retail Conditions	Store visits	Web shop checks
Business Management	Sales targets	Profit targets
Distributor Expertise	Generalists	Specialists Category, Channel
Business Manager	Brand Manager	Idea Generator
Check Point Conferences	Telephone calls	Teams/Zoom
Overseas Supplier Visits	Monthly/Quarterly	Quarterly/Annually
Brand Presence	Shelf Visibility	Page 1 results (e-com.)
Distributor Logistics	Delivery by case	Delivery by unit (e-com.)
Recipe Ideas	Your brand only	Total meal solutions
Training	Annual meeting	Webinar (anytime)
Consumer Marketing	Mass via multi media	Targeted and digital
Brand Information	Email to distributors	Online portal
Pricing: Distributor Calculation	"Closed Book"	"Open Book"
Trade Shows	Visit in person	Hybrid:Virtual and in person
Foodservice	Restaurants	Home Delivery
Forecasts/Reports	Monthly	"Live," real time
Results-Expectations	Achieve your Objective	Achieve your Objective

2021 E-Commerce Game Plan

E-commerce development is a top 2021 priority for all manufacturers and distributors. Create a game plan now or risk getting left behind.

- ✓ 2020 E-commerce business review for each country
- ✓ Amazon global key account performance review
- ✓ Set stretch objective for 2021 channel growth. + 30%?
- ✓ Create 2021 e-commerce development plan for each country
- ✓ Brand owners leverage corporate e-commerce resources for export help: training webinar, best practices, etc.
- ✓ Distributors: develop an e-commerce channel team
- ✓ Establish a specific plan for different e-commerce models: Amazon, Alibaba, supermarket web shops, new models
- ✓ Adapt all aspects of your export strategy to include e-commerce implications
- ✓ Hire/link with young people under 30 to achieve goals
- ✓ Set goal to become an international e-commerce expert
- ✓ Scorecard results

Need more information? Visit www.exportsolutions.com.

Can We Help You?

Distributor Search Helper for:



Your
Logo
Here



Procter & Gamble



Johnson & Johnson



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



Export Solutions
Distributor Identification Experts

Call the Export Accelerator!

Contact Greg Seminara at greg@exportsolutions.com
to discuss your business development project.

www.exportsolutions.com

Who, What, & Where

Driving export development requires a balance of headquarter resources and people “waking up” in the country they are managing. Export Solutions shares 12 key roles required to partner effectively.

Noted: Export managers create miracles, with one person handling many functions!

Role	Work	Location
VP/General Manager	<ul style="list-style-type: none"> • Develop export strategy • Obtain resources for team • Deliver annual results 	Headquarters
New Business Development	<ul style="list-style-type: none"> • Prioritize expansion countries • Due diligence on new partners • Close new business deals 	Headquarters
E-Commerce Manager	<ul style="list-style-type: none"> • Create e-commerce strategy • Develop export tool kit • Train distributor teams 	Headquarters
Distributor Management	<ul style="list-style-type: none"> • Establish local priorities • Train distributor teams • Distributor customer service • Deliver annual results 	Regional
Supply Chain Manager	<ul style="list-style-type: none"> • Deliver distributor orders • Manage forecast • Distributor customer service 	Headquarters Regional
Trainer	<ul style="list-style-type: none"> • Share best practices • Support new launches • Company “missionary” 	Headquarters
Digital Marketing Manager	<ul style="list-style-type: none"> • Develop/distribute content • Train distributor teams • Maintain digital portal 	Headquarters
Trade Marketing Manager	<ul style="list-style-type: none"> • Develop local promotions • Facilitate distributor execution • Analyze results 	Regional
Consumer Marketing Manager	<ul style="list-style-type: none"> • Develop global strategy • Conduct market research • Drive new product pipeline 	Headquarters Regional
Category Analyst	<ul style="list-style-type: none"> • Analyze Trends • Identify opportunities • Calibrate “size of prize” 	Headquarters Regional
Finance Manager	<ul style="list-style-type: none"> • Manage risk • Monitor receivables, f/x • Deliver financial results 	Headquarters
Compliance Coordinator	<ul style="list-style-type: none"> • Facilitate regulatory, registration, trademark, and packaging 	Headquarters

Managing the New Normal

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e-commerce development by at least two years. E-commerce needs to be treated by all as a growth channel, with dedicated key account experts and scorecards. Apply the new best practices for brand promotion and digital marketing. Learn about all e-commerce platforms from Amazon and Alibaba to click and collect and direct to consumer.

New Work, New Team

Do we need to teach the young people about the business? Or do we need to learn from them? Our roles and responsibilities have been redefined, but for many companies the work is still executed by the old team. How many people under the age of 30 are active in helping you? Find web savvy, recent college graduates, to teach you about e-commerce, influencers, and digital marketing.

Brandscaping

The gift of time allowed us to dedicate more time for thinking, less to travelling. This is the period to refresh your web site, create a new credentials presentation, and design a web training program for your overseas partners.

Food 2.0

What's for lunch? Home office workers with no commute think creatively about menu ideas. People have rediscovered the joy of cooking. This extends to traditional comfort foods to experimentation with modern ingredients. Marketers must think laterally about meal solutions not just about their own product.

Strategic New Business Development

There is evidence of discipline in the establishment of new brand owner and distributor relationships. Distributors are more selective, looking to pioneer brands that match aspiration with

investment in marketing support. Our Export Passport system classifies brand owners and distributors on a rating scale. This provides clues for each side to pursue partners that are the right fit.

Intimacy Lessons

How do you maintain distributor intimacy without frequent travel? Create a plan to connect on a regular basis "beyond email." Vary the format to include web meetings or a gift of an item with your company logo on it. Schedule quality time with a week in a priority country when visits are allowed. Or invite the distributor for a VIP experience at your corporate headquarters. The best strategy to maintain intimacy is to respond immediately in times of crisis. Great customer service is always valued.

Web Store Checks

Retail store visits served as a major source of category information for your brand and a competitor. Today, retailer e-commerce sites supply visibility to basic assortment and pricing information with a few mouse clicks. The information does not replace the energy and feel of an actual store check. However, it's tough to beat the convenience and speed of a web store check. Export Solutions' retailer database covers 2,600 retailers, with direct links to web shops. Our retailer database represents a bargain at \$495 for one year access.

Emerge Stronger Than Before

2020 taught us new skills and served as a loud wake up call regarding developing e-commerce capability with our distributors. There are new skills required to build brands in emerging channels. The new year appears as a logical period to review your entire distributor network. Separate the group into "leaders," "performers," and "laggards." Upgrades may be necessary to establish a team to help you emerge stronger than before.

Talk to an Expert

- International Strategy Road Map
- Fix Problem Markets
- Entry Plans
- Find Distributors in 96 Countries
- Export Workshops
- Motivational Meeting Speaker



Contact Greg Seminara at greg@exportsolutions.com to discuss your business development project.

www.exportsolutions.com

We've Got You Covered!

Distributor Database Coverage

Confectionery & Snack:
2,646 Distributors

Ambient Beverage:
1,644 Distributors

Gourmet & Ethnic Foods
3,129 Distributors



Middle East
914 Distributors
12 Countries

Asia
2,002 Distributors
17 Countries

USA Importer/Distributor:
581 Distributors

Latin America
1,513 Distributors

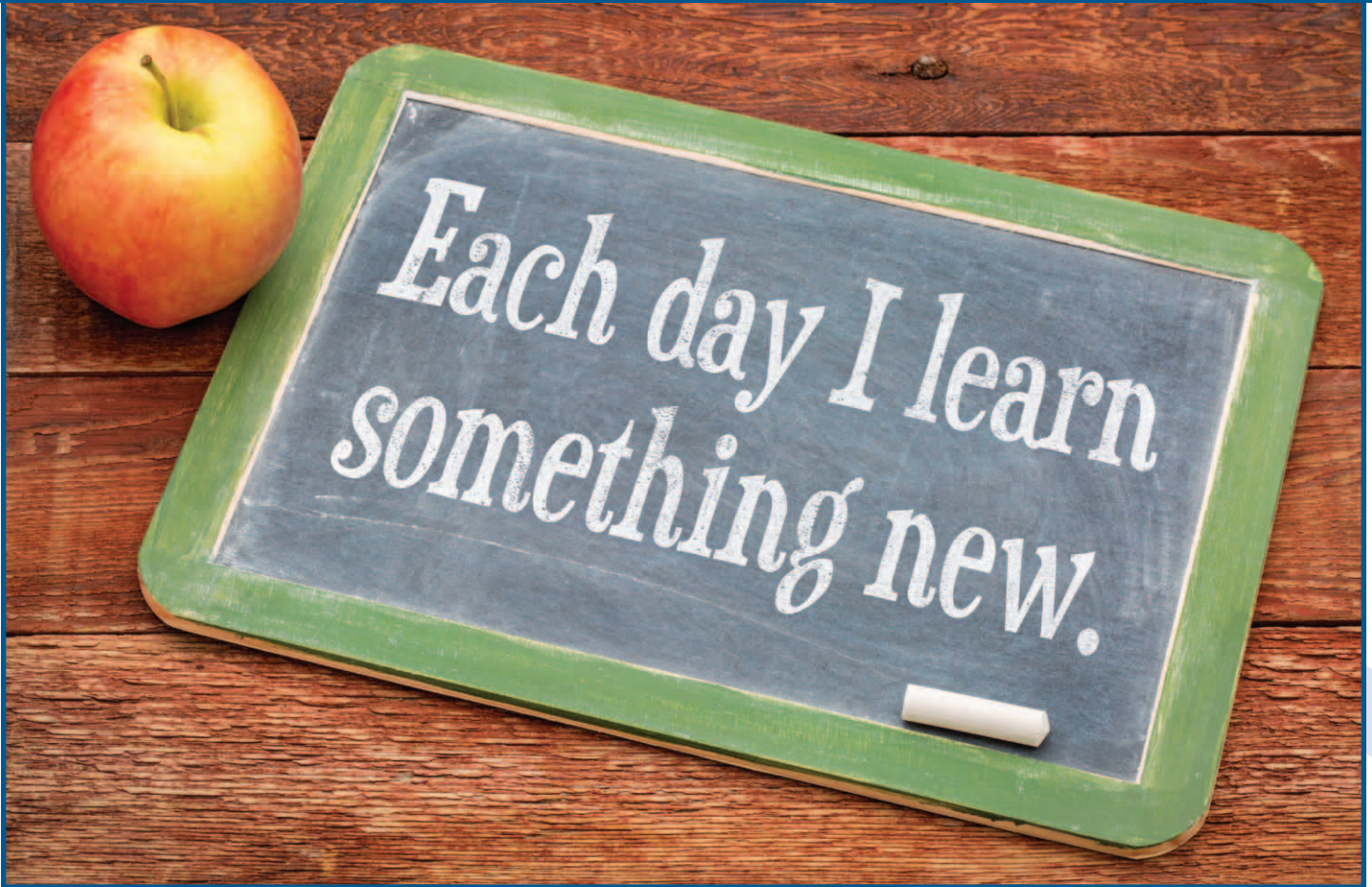
Europe
3,046 Distributors

9,000 distributors – 96 Countries

Subscribe now at www.exportsolutions.com

“Spend time *Selling* to Distributors versus *Searching* for Distributors”

New Ideas for New Business



Export Workshops & Speeches by Greg Seminara



Export Solutions
Global Experts, Local Solutions

"The real voyage of discovery consists not in seeking new lands, but in seeing with new eyes."

– Marcel Proust, French novelist

Export Workshop Overview

- Cost efficient webinar options
- 8 Export Development & Distributor Management Modules
- 200+ topics available for tailored workshop
- One hour keynote or motivational speech
- 1 and 1.5 day workshop options available



“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

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, 9,000 distributors
Categories: Confectionery/Snack, Gourmet/Ethnic, Beverage, Italian Foods
- Author/Publisher of *Export Express Newsletter* (circulation: 9,800)
- 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



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

Sample Workshop Modules

“Models”

Topic	Core Themes
Strategic Export Development	Next Billion Consumers Market Segmentation/Prioritization, Different Partner Models
Best in Class Distributors	Best in Class Partner vs. Average Finding New Distributors
Break Group Case Study 1 & Report Out	Group Work
Lunch	
Distributor Economics	Distributor Financial Model/Watch-Outs
25 Common Export Problems Case Study #2 (Individual)	Individual Assignments and Report Out
Improving Market Visit Productivity	Maximizing Market Visit Activity

“Best Practices”

Topic	Core Themes
More in the Store	New Business Through Improved In-Store Performance
Getting More Than Your Fair Share of Distributors’ Time	Increased Distributor Focus on Your Priorities
Case Studies #3 (Group)/Break Out	
Becoming a Preferred Supplier	Best Practices to Being Viewed as a Preferred Supplier by Your Distributors

Workshop program concludes with lunch.

Where Do You Want to Grow?

Asia/Africa/Middle East

	Australia – 270 Distributors
	China – 159 Distributors
	Hong Kong – 174 Distributors
	India – 104 Distributors
	Indonesia – 77 Distributors
	Japan – 175 Distributors
	Korea – 143 Distributors
	Malaysia – 126 Distributors
	Philippines – 104 Distributors
	Singapore – 173 Distributors
	Thailand – 92 Distributors
	Vietnam – 41 Distributors
	Israel – 75 Distributors
	Saudi Arabia – 113 Distributors
	U.A.E. – 191 Distributors
	South Africa – 106 Distributors

Plus 14 more countries

Europe

	Austria – 69 Distributors
	Belgium – 82 Distributors
	Croatia – 73 Distributors
	France – 122 Distributors
	Germany – 178 Distributors
	Greece – 87 Distributors
	Hungary – 66 Distributors
	Italy – 100 Distributors
	Netherlands – 149 Distributors
	Poland – 83 Distributors
	Russia – 108 Distributors
	Spain – 151 Distributors
	Sweden – 100 Distributors
	Switzerland – 100 Distributors
	Turkey – 81 Distributors
	U.K. – 262 Distributors

Plus 19 more countries

Americas

	Argentina – 60 Distributors
	Bolivia – 52 Distributors
	Brazil – 136 Distributors
	Canada – 193 Distributors
	Chile – 87 Distributors
	Colombia – 82 Distributors
	Costa Rica – 70 Distributors
	Ecuador – 55 Distributors
	Guatemala – 54 Distributors
	Mexico – 188 Distributors
	Panama – 60 Distributors
	Paraguay – 57 Distributors
	Peru – 80 Distributors
	Uruguay – 50 Distributors
	USA – 581 Distributors
	USA – 548 Brokers

Plus 14 more countries

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

