

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