

Distributor 2021: New Skills for New Times

Priority	Comments
E-Commerce	Treat as major channel, not niche.
Social Media	Hire digital marketing team, link with local influencers.
CEO Engagement	Regular Zoom calls with overseas brand owners.
Culture	Promote young, energetic spirit. Embrace change and new channels.
Category Specialization	Laser focus on core categories vs. products in every aisle of the store.
Training	Use Zoom tools for regular training events with brand owners.
Team	Hire under 30's for social media and e-commerce sales roles.
IT Investment	Upgrade platform: E-commerce, retail reporting, sell out data.
Cost to Serve	Measure profitability by brand and customer. Realign based upon 2021 reality.
Market Your Distributor Brand	Promote your distributor brand to leading companies in your core categories. Export Solutions can help!
Sampling	Aggressive investment in this A+ tool. Explore new sampling vehicles.
Brandscaping	Invest in a "Best in Class" web site. Create modern company profile.
Scorecard	Incorporate e-commerce metrics: Page 1 results, consumer feedback, etc.
Brand Managers	Reward creativity and marketing excellence, not paperwork completed.
Recipe	Promote meal solutions, not just brands.
Optimism	Be positive. Think, "why not?"
Results	Exceed expectations everyday.