

## *Export Manager 2021: New Skills for New Times*

<b>Priority</b>	<b>Comments</b>
<b>E-Commerce</b>	Treat as major channel, not niche.
<b>Social Media</b>	Create content library for distributors to “plug and play.”
<b>Management Engagement</b>	Zoom with distributor leadership team: CEO, CFO, VP Sales, etc.
<b>Culture</b>	Promote young, energetic spirit. Embrace change and new channels.
<b>Category Specialization</b>	Share category trends. Deliver product innovation, not “me too.”
<b>Training</b>	Use Zoom tools for regular distributor training events.
<b>Team</b>	Make your corporate functional experts available to your distributor team.
<b>IT Investment</b>	Upgrade platform: Brand portal, syndicated data, shipment status.
<b>Cost to Serve</b>	Measure contribution to distributor profit. Look at pricing and margin vs. agreement.
<b>Marketing Your Brand</b>	Invest to adapt your global marketing plan to local conditions.
<b>Sampling</b>	Aggressive investment in this A+ tool. Explore new sampling vehicles.
<b>Brandscaping</b>	Invest in a “Best in Class” web site. Robust export resource page.
<b>Scorecard</b>	Monitor pricing/assortment at retailer web shops. Incorporate e-commerce metrics in your distributor scorecard.
<b>Brand Managers</b>	Demand young digitally savvy brand managers.
<b>Recipe</b>	Promote meal solutions, not just brands. Look for co-promotion partners.
<b>Optimism</b>	Be positive. Think, “why not?”
<b>Results</b>	<b>Exceed expectations everyday.</b>