

30 Ideas to Help your Distributors

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| 1. Trade Promotion Share Best Practice Trade Promotion concepts | 16. Innovation Launch new items with successful track record |
| 2. Celebrate Success Distributor of the Year Awards | 17. Sales Contest Fund contest to incent and motivate distributor team |
| 3. Category Expert Provide fact based trend updates | 18. Thank You Letter Letter of recognition for team to distributor CEO |
| 4. Logistics Service Level Target 98% on time, complete orders | 19. Event Sponsorship Support distributor events, especially retailers' charities |
| 5. Store Check Periodic visits to understand "retail reality" | 20. Distributor Workload Work proportional to distributor income |
| 6. Billback Reimbursement Prompt (30 days?) payment of distributor invoices | 21. Price Increase Provide fair lead time for price increases |
| 7. Distributor CEO Regular (quarterly?) checkpoint web meetings | 22. Reference Write testimonial or volunteer to serve as reference |
| 8. Response Time Earn reputation as "quick responder" | 23. Training Create Zoom training session for sales team |
| 9. Marketing Support distributor's ideas. Invests in creative programs. | 24. Portal Create Portal with presentations, brand facts, digital tools |
| 10. Customers Do not deal directly with distributor's customers | 25. Social Media Corporate experts available to help/share content |
| 11. Reports Stick to basics: sales, forecast, inventory, listing maps | 26. VIP Trip Your Headquarters Introduce distributor to your senior executives |
| 12. Market Visits Visit, but not too often | 27. Samples Support large sampling programs |
| 13. Team Building Create team relationship: finance, logistics, administration | 28. Corporate Functional Experts Provide distributor access to your corporate experts |
| 14. Distributor Profit Respect that a profitable distributor is a healthy distributor | 29. Consumer Research Conduct local research for consumer insights |
| 15. Syndicated Data Invest in Nielsen data | 30. Create Culture of Success Achieve joint business targets |