

Export Manager 2022: New Skills for New Times

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