

Are You a Distributor Helper?

Successful distributors represent 20 companies or more. A challenge is the battle for distributor resources. How do you motivate a distributor to focus on your priorities? A leading European Distributor CEO (thanks William) reported that "they invest in companies that invest in them." What's important to the distributor?

| Supplier Assessment | Considerations | Rating: (10 = Best) |
|--------------------------------|---|------------------------|
| Market Research | Local consumer research, syndicated data. | |
| Supplier Visit Frequency | Weekly, quarterly, annually? | |
| Marketing Spend | Zero to 25% of sales. | |
| Total Team Relationship | Knows entire team, not just CEO/BM. | |
| Export Manager Experience | New hire to 10 years or more. | |
| Logistics Service Level | Target 98% on time, complete orders. | |
| Customer Service | Same day response to one month reply. | |
| Product Innovation | Delivers breakthrough new products. | |
| Company Functional Experts | Supplies access: IT, supply chain, marketing. | |
| Awards/Thank You | Celebrates success with whole team. | |
| Local Marketing Events | Invests in local ideas. "Shows up." | |
| Supplier Portal | Brand facts, presentations, insights. | |
| Customer Relations | Key customer favorite to avoid calls. | |
| Sales Contest | Motivates/links with sales team. | |
| Invitation to Headquarters | VIP HQ invite or regional meeting. | |
| Category Expertise | Shares best practices from other countries. | |
| Social Media Content | Supplies quality, user-ready content. | |
| Currency/Terms/Billbacks | Two-way street. Open book. | |
| Senior Management Relationship | CEO establishes distributor relationship. | |
| Respects Distributor Margin | Healthy distributor is profitable. | |
| Achieves Results | Culture of mutual growth, partnership. | |