

## What Distributors Like

Distributors deserve respect as they are our customers for an entire country. They serve as "buyers" of our products and pay our invoices. Distributors allocate more focus to companies that treat them well. Learn what distributors like (and don't like).

	Like	Don't Like
Business Scale	Category Leaders	Niche
Marketing Spend	15–25% of Sales	Dead Net Pricing
New Brands	Existing Business	Pioneering from Zero
Syndicated Data	Nielsen	No Data
Consumer Research	Local Insights	No Research
Service Level	98% +	Less Than 90%
Innovation	Breakthrough	"Me Too"
Export Manager	Veteran, 5 Years +	New
Customer Contact	With Distributor	Direct
Reporting	Basic Dashboard	Non-Essential Reports
Marketing Budget	Local Events	No Budget
Billback Repayment	30 Days or Less	60-90 Days +
Brand Facts/Content	Online Portal	None
Customer Service	Same-Day Reply	Same-Month Reply
Regional Meetings	Popular. Also HQ Invite.	Never
Sales Contest	During Peak Season	None
Company Visits	Quarterly	Weekly or Never
Awards/Thank You	Celebrates Success	No Recognition
Senior Management Relationship	Your CEO Maintains Distributor Relationship	No Relationship
Distributor Margin	Respects Healthy Margin	Low Margin
<b>Growth Expectation</b>	<b>5–10%</b>	<b>0% or 20% +</b>