

B2B DISTRIBUTOR VALUE PROPOSITION:

Distributors are the lifeline to other organizations expecting products and services in a timely and cost effective manner to keep them running. The competition is fierce, margins are stressed and all too often, the salesforce struggles with pricing, brand and product availability and other issues related to meeting company goals. Since we have a distribution background, we know firsthand the issues you face. Utilizing our holistic, disciplined and systematic approach to sales, we eliminate these issues, while helping improve performance for all. The results are sustainable improvements in predictability, revenue growth and profitability.

COMMON DISTRIBUTOR PROBLEMS WE HELP SOLVE:



Inconsistent pricing, resulting in pricing & margin fluctuations



Excess/Obsolete/Duplicate inventory



The need to measure sales performance



Diversification of: products, vendors, customers and markets



Better management of profitable business



Identifying profitable growth opportunities



Improving your market message



Developing, implementing and measuring a concise business plan



Obtaining customer insight for better purchasing and inventory planning



Sales support tools

WHAT IF YOU COULD:



Increase gross margin percent by 3+ points in the first year?



Increase sales by 10%, net of inflation, annually?



Reduce inventory 20% or more?



Improve employee productivity?



Improve customer satisfaction?

SHOCKING SALES STATS:



57% of B2B customers & prospects do not believe their sales force is prepared for the first meeting.



Only 55% of salespeople meet their forecast.



72% of executive buyers say salespeople are not prepared to answer questions.

OUR APPROACH & CALL TO ACTION:

Taking a collaborative approach to fully understand your culture and needs first, we offer customized solutions that support you in meeting your goals; we become an extension of your organization.

Let's get together for a free evaluation to determine how we can help.

