Building Professional Best Practices

for

SUPPLIER-DISTRIBUTOR RELATIONSHIPS

Christopher Duffy, MAS
Mapping Our Presentation

1. Identify Essential Best Practices
2. Understand and Appreciate
3. Learn & Apply Strategies

We’ll have dialog every step of the way
BUT FIRST, SOME QUESTIONS:

» How many supplier personnel are here today?...Distributors?

» And from what type of job roles?

» How long have you been in the industry?
Our rules of engagement today...
It’s all about discovery!

1. No War Stories
2. No Griping Or Bashing
3. No Naming Names
Top-Level Player Form & Function

**Position**
- Distributors: Middleperson
- Suppliers: Off-Center

**Workflow**
- Distributors: Sales Channel
- Suppliers: Production Environment

**Leading Value**
- Distributors: Creativity
- Suppliers: D.P.I.

**Focus On**
- Distributors: Partnerships
- Suppliers: Time & Logistics

**Governed By**
- Distributors: Client Needs
- Suppliers: Due Dates
How The Channel Works

Suppliers ➔ Distributors ➔ End Buyers

Multi-Line Reps

OUR SUPPLY CHAIN
So what’s it like to be a **The Other Person?**

Let’s find out!
We’re Switching Hats...
Gauge the level of understanding

1. Reverse Your Current Role
2. Create A List of 10 Challenges
3. Write Your Findings On An Easel
What Have We Learned So Far?

» What are our *key points* here?

» How easy or difficult was it to switch roles?

» Is there any greater understanding so far?
7 Core Best Practices

Communications
Order Management
Artwork & Imprinting
Finance
Sales & Marketing
Technology
Shipping

How would you say these relate to your challenges?
We’re Switching Hats Again...
The value of suppliers & distributors

1. Continue To Wear The Other’s Hat
2. Create A List of 5 Points
3. What Do They Bring To The Table?
Using the results from your two exercises,

How is our supply chain evolving into its next evolutionary phase?
Please be back at **1:15 p.m.**

We’ll start again promptly

And we’ll be discussing each of the 7 core best practices
Welcome Back!

7 Core Best Practices

Communications
Order Management
Artwork & Imprinting
Finance
Sales & Marketing
Technology
Shipping
Your **Hallmark** to Profitability

**Distributors**
- Responsive & Accessible
- Contact Details
- Supplier Catalogs/Web
- Never Stop Learning
- Create Winning Negotiations

**Suppliers**
- Customer-Centric Focus
- Communications Stds
- Role As Educator
- Written Confirmations
- Charges & Policies
- Problem Solving
- Service-Based
Own The Process

Distributors
- Thorough & Accurate
- Track Conversations
- Contact Details
- True “In Hands” Dates
- Manufacturing-Based

Suppliers
- Acknowledgements
- Track Conversations
- Build A Solid Process
90% of your...

Distributors
- Become An Expert
- Electronic Artwork
- Complete Instructions
- PMS Color Matching
- Hard Copy Art
- Review Proofs Carefully

Suppliers
- Art Requirements
- Confirmations
Get **Excellent** in **MATH**

**Distributors**
- Your Credit Rating
- Get Excellent at Cash Flow
- Pay Your Invoices
- Resolve Credit Issues

**Suppliers**
- Industry Credit Firms
- Timely Invoices
- Cash Flow
It’s All About The **Resources**

**Distributors**
- Supplier Marketing Tools
- Your Sales Team
- Support Trade Shows

**Suppliers**
- End-User Friendly Tools
- Customize Them
- Date Everything
- Case Histories
- Digital Image Library
- Benefits Vs Features
Where Does This **Rank** For You?

**Technology**

**Distributors**
- Your Top Suppliers
- Your Website
- What Are Your Top Tools?

**Suppliers**
- Online Status
- Relevant Web Presence
- What Are Your Top Tools?

It’s really all about *communications* and *access* to information
It’s Really All About **Logistics**

**Distributors**
- Specify Your Method
- Specify Your Transit Time
- Validate Addresses

**Suppliers**
- Shipping Schedules
- Communicate Info
Joint Best Practices

Something For All Of Us...

» Develop A Code Of Ethics
» Take Responsibility For Mistakes
» Provide Extensive Training
» Be Respectful Of Each Other’s Place In The Supply Chain
» Get Excellent in Product Safety
» Stay Informed on Legislative Affairs
» Adopt Social Media
Our last exercise...
Turning negatives into positives...

1. Wear Your Own Hat
2. Ask “Why Can’t I...”
3. Let’s Educate Each Other
Review Our Key Takeaways

» The Value of Switching Roles
» The Core Differences Between Suppliers & Distributors
» The Value Each Brings to the Supply Chain
» Our Next Evolutionary Step
» The 7 Core Best Practices
Lots to think about...

Your questions?

Has this helped your understanding?

Can you use these strategies?
THANK YOU!

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