

Brand Manager Assessment

Your distributor Brand Manager represents your key day to day contact. Successful Brand Managers are good partners and deliver results, not excuses. Is your Brand Manager an experienced veteran or new hire (rookie)?

Assessment Criteria	Rating: (10 = Best)
Years industry/distributor experience	
Years sales/commercial experience	
Reports to owner or senior leadership team	
Workload: dedicated or shared with many brands	
Responsiveness: gets things done quickly!	
Category knowledge: technical, competition	
Analytical skills: shipment trends, Nielsen data	
Problem solving	
Develops creative promotions	
Reports: accurate and on time	
Enthusiasm for your company and the business	
Participation on customer calls, store checks	
Forecast accuracy	
Influence distributor team: focus on your priorities	
Delivers/exceeds shipment objectives	