

## *Agenda: New Distributor Interview*

### 1. **Distributor Capability**

History, organizational model, coverage,  
Companies represented.

### 2. **Category Insights**

Distributor observations and analysis of  
your category? Category sales data?  
Store check photos?  
Gaps? Recommendations?

### 3. **Success Story**

Request example using a brand of similar  
size to your brand. Success story could be  
“Pioneering a New Brand” or “Taking an  
Existing Brand” to a higher level of sales.

### 4. **Distributor Cost to Serve**

General model of financial cost to serve  
the market. Retailer costs for listing fees,  
trade promotion plus everyday category  
margin. Distributor margin estimate and  
services included in margin.

### 5. **Warehouse Visit**

Check companies represented and  
inventory, by brand, for accurate view.

### 6. **Year 1 Action Plan**

If distributor hired, what would be their  
Year 1 action plan?  
Note: More relevant for existing brand  
looking to grow.



### 7. **Brand Owners:**

#### **Company Credentials Presentation**

Company History, product portfolio,  
point of difference.  
Share product samples.

### 8. **Brand Owners:**

#### **Status/Plans for Country**

Brand Ambition for the country.  
Current distribution levels and pricing.  
Planned investment level.

### 9. **Next Steps**

Determine mutual interest level.  
Establish timeline, point person for  
distributor and brand owner.  
Prepare category review, year 1 plan, and  
price calculation model.

## *Looking for Good Distributors?*

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Distributor Identification Experts