

## *Export Solutions' New Distributor Checklist*

- \_\_\_ Contract/Agreement
- \_\_\_ Price Calculation Model
- \_\_\_ Business Plan: objectives, marketing, spending, key dates
- \_\_\_ Category Review: Pricing, Shelf, Assortment, Merchandising
- \_\_\_ Label Compliance
- \_\_\_ Product Registration
- \_\_\_ Forecast: Year 1
- \_\_\_ Pipeline Order & Inventory
- \_\_\_ Brand Facts
- \_\_\_ Product Samples
- \_\_\_ Appointment Letter
- \_\_\_ Brand Specifications in System: Distributor & Customers
- \_\_\_ Training: Key Account Managers, Retail, Administrative Staff, Warehouse
- \_\_\_ In Store Standards: Pricing, Shelf Management, Merchandising
- \_\_\_ FAQ's/Handling Common Objections
- \_\_\_ Key Account Presentation

- \_\_\_ Customer Appointment Dates
- \_\_\_ Category/Business Review: Tailored to Each Key Account
- \_\_\_ Retail Sales Contest
- \_\_\_ Check Point Calls
- \_\_\_ Market Audit Date
- \_\_\_ Reporting: Capitalize Distribution, Pricing, Shelf, etc.



### **Talk to an Expert**

- Find Distributors in 96 Countries
- International Strategy Road Map
- Fix Problem Markets
- Entry Plans
- Export Workshops
- Motivational Meeting Speaker



**Export Solutions**  
Distributor Identification Experts

Contact Greg Seminara at (001)-404-255-8387 to discuss your business development project.

[www.exportsolutions.com](http://www.exportsolutions.com)