

Twelve Tips: Generating Game-Changing Results

How can you take your business to the next level? Export is not easy and managers are constantly challenged to create miracles. Game-changing results demonstrated by sales increases of 20 percent, 50 percent or more require aggressive strategies, not just a repetition of last year's promotion program.

Read Export Solutions' 12 tips (20 percent more than 10 tips!) for driving exceptional results.

1. Big Bet – Focus Country

Pick one mid-size country where you have a decent business, but significant potential to grow. Test a "heavy-up" marketing investment program. Invite the distributor to visit your headquarters to meet senior management and secure commitment for delivering the "stretch" plan.

2. Dedicated Brand Manager at Distributor

Fund a dedicated brand manager "in house" at your distributor. This person should maintain a dual reporting relationship to the distributor and you. Your exclusive manager will immediately identify issues (and solutions) and supply laser focus against priorities. Allocating a budget for a "junior" brand manager may pay out.

3. Mergers and Acquisition

Consider buying a local category competitor. This may increase your scale and provide access to resources such as factory or a direct sales team. "If you can't beat them, buy them."

4. E-Commerce Focus

E-commerce represents a different sales channel. We've viewed cases where a brand is a "sales hero" in e-commerce, but not available through conventional supermarkets or pharmacies. E-commerce sales may be highly incremental.

5. Costco Global Deal

Costco ranks as a global retailer, with 2019 sales expected to reach around \$150 billion. Costco operates 770 stores, including 245 high volume outlets outside the USA. Costco loves exclusive, "mega pack" offers and can purchase large quantities centrally for the USA or certain international regions.

6. Celebrity Endorsement

Millennials are glued to their phones, waiting for the latest news to cross their Instagram feed. Hire a local agency to snare celebrity endorsements or mentions from popular bloggers.

7. Drop Your Price

How much incremental volume would you generate with a 20 percent price drop? 30 percent? In some cases, your distributor will share or co-fund a meaningful price reduction. The incremental sales and fatter market share may represent a good return on investment.



8. Co-Promotion

Link with a famous local brand in an adjacent category. Challenge your distributor to offer a group promotion with several of his brands. I have observed promotions where you buy one brand with a higher price point and another brand (could be yours) is given away free and the other manufacturer reimburses you for your wholesale cost.

9. Sales Contest

Everyone loves a sales contest! Feature an expensive prize like a trip to a resort destination or a big screen television and watch your reps sell like crazy.

10. Local Co-Packer

In-country production may translate to more competitive prices by avoiding duties and dealing with local cost inputs. In other cases, consider shipping in bulk and packing finished goods on site.

11. LTO – Limited Time Offer Pack

Create a special pack with vintage labeling or celebrating a local sports event. I thought that the "Share a Coke" campaign with personalized bottles was outstanding.

12. Monthly Market Visit

Most export managers rely on periodic visits to measure distributor progress. This prevents a "deep dive" into the issues and familiarity with your brands performance outside the capital city. Select a country like Saudi Arabia, Peru, Philippines or Malaysia where visit frequency can impact results. "A distributor respects what the brand owner inspects."

Looking for Good Distributors?

Export Solutions' database covers
8,300 distributors in 96 countries.

www.exportsolutions.com



Export Solutions
Distributor Identification Experts