

Export Solutions Distributor Assessment Grid

Criteria (weighting)	Rating	Evaluation Factors
Corporate Credentials 30%		Size, sales force, logistics, # employees. Reputation (reference check existing brands). National, multi-channel coverage. Financial stability.
Category Expertise 20%		Sells brands in my category. Shelf space for existing brands. Buyer contacts at target retailers. Category analysis and insights.
Brand Building 15%		Ideas to build or launch my brand? Marketing plan, cost, timing. Success stories.
Cost to Serve 15%		Fair, transparent value chain relative to size of business, brand investment, and work required.
Enthusiasm for My Brand 20%		Advance preparation, CEO involvement. Follow-up on commitments. Alignment with your vision.
X Factors: People, Admin., Professionalism, etc. +/-		CPG/FMCG background for leaders. Efficiency of scheduling meeting. Office environment. Do you enjoy the people?



Rating System

Rating	Score
Excellent	5
Very Good	4
Average	3
Fair	2
Poor	1



Export Solutions
Distributor Identification Experts

Contact Greg Seminara at greg@exportsolutions.com to discuss your distributor search project.

www.exportsolutions.com

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
- ___ Shelf Life
- ___ Order Lead Time
- ___ Minimum Order
- ___ Pick up Point
- ___ Payment Terms
- ___ Payment Currency
- ___ Damage Policy
- ___ 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
- ___ Checkpoint Calls
- ___ Market Audit Date
- ___ Reporting: Track Distribution, Pricing, Shelf Positioning, Merchandising, etc.



Talk to an Expert

- Find Distributors in 96 Countries
- International Strategy Road Map
- Fix Problem Markets
- USA Market Expert
- Export Workshops
- Motivational Meeting Speaker



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

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Why do Export Managers Partner with Export Solutions for Distributor Search Help?

- ✓ **Industries Leading Distributor Rolodex**
 - Excellent relationships across 96 countries
 - Database tracks 90 distributors per country
 - 400+ distributor search projects completed.
- ✓ **10 Step Distributor Search Process**
 - Logical, thorough due diligence process
 - Professional approach yields positive results
 - Publisher: *Distributor Search Guide*
- ✓ **Independent Expert Assessment**
 - Expert partner to export managers
 - Focused on all aspects of distributor search
 - Working for you!
- ✓ **Results**
 - 90%+ success rate
 - Align with “Best in Class” distributors
 - Typical project takes 4 months from project brief to distributor selection
- ✓ **Make Your Life Easier!**
 - Identifies 5-8 qualified candidates per country
 - Organize meetings with top candidates
 - Sounding board during assessment process
 - Export Solutions participation sends positive message to distributors.



Export Solutions Can Help!

- Distributor Search helper in 96 countries

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Where Do You Want to Grow?

Asia/Africa/Middle East

	Australia – 287 Distributors
	China – 161 Distributors
	Hong Kong – 182 Distributors
	India – 108 Distributors
	Indonesia – 80 Distributors
	Japan – 177 Distributors
	South Korea – 147 Distributors
	Malaysia – 129 Distributors
	Philippines – 121 Distributors
	Singapore – 167 Distributors
	Thailand – 104 Distributors
	Vietnam – 52 Distributors
	Israel – 82 Distributors
	Saudi Arabia – 114 Distributors
	U.A.E. – 201 Distributors
	South Africa – 115 Distributors

Plus 14 more countries

Europe

	Austria – 73 Distributors
	Belgium – 92 Distributors
	Croatia – 79 Distributors
	France – 137 Distributors
	Germany – 203 Distributors
	Greece – 93 Distributors
	Hungary – 72 Distributors
	Italy – 115 Distributors
	Netherlands – 162 Distributors
	Poland – 109 Distributors
	Romania – 92 Distributors
	Spain – 173 Distributors
	Sweden – 111 Distributors
	Switzerland – 104 Distributors
	Turkey – 96 Distributors
	U.K. – 283 Distributors

Plus 19 more countries

Americas

	Argentina – 60 Distributors
	Bolivia – 55 Distributors
	Brazil – 162 Distributors
	Canada – 236 Distributors
	Chile – 101 Distributors
	Colombia – 90 Distributors
	Costa Rica – 78 Distributors
	Ecuador – 79 Distributors
	Guatemala – 66 Distributors
	Mexico – 209 Distributors
	Panama – 67 Distributors
	Paraguay – 60 Distributors
	Peru – 90 Distributors
	Uruguay – 59 Distributors
	USA – 662 Distributors
	USA – 577 Brokers

Plus 15 more countries

*Use Export Solutions
Distributor Database to fill in
the Gaps in your Coverage Map*

