

20 Classic Export Quotes

A few are original, but I must thank my international friends and mentors for the majority.
What are your favorite export quotes?

Measure market share NOT markets sold.
Distributors Respect What the Brand Owner Inspects.
If it is not scored, it is ignored.
Separate Board Room (or Powerpoint) promises from Retail Reality.
How do you measure a good store from a bad store? Is the store a 10?
If you can't beat them, buy them.
Select your distributors, do not let your distributors select you.
Trade Show Advance Preparation will "Make hope and pray (for visitors) go away."
Spend time selling to distributors vs searching for distributors.
What is the Size of the Prize?
What's Measured is Treasured.
Retail is Detail!
Are you a Hunter or a Gardener?
Crawl, Walk, Run, Fly.
Think Big, Start Small, Scale Fast. (Jim Carroll)
Sales are Vanity, Profit is Sanity, Cash Flow is reality.
What is the plan? Put it in Writing!
Vendor of the Year is usually Spender of the Year.
Impossible contains the word possible.
Why Not? (Thanks Hugo.)

Distributor Database – Helper for 3,000 Export Managers

For sixteen years, export managers have depended on Export Solutions distributor database as an essential tool for quickly locating qualified distributors in 96 countries. Greg Seminara, founder and creator, answers 10 common questions regarding database functionality and coverage.

Why did you create the database?

As a distributor search consultant, I was constantly looking for distributors the “old way”: Colleague referrals, embassies, trade shows, and google searches. During a 2007 Italy project, it took me six weeks to identify five qualified distributors. I decided to pioneer a database. Today, export managers can obtain information on 115 Italian multi-category distributors in ten seconds through my database.

Describe the database coverage.

The database covers 96 countries and more than 9,800 distributors and importers. This includes 34 European nations and most countries across Asia, Middle East, and the Americas. Subscribers use filters to search the database by category, country of origin, or brand name for 500 top brands. Information sourced from more than 300 company global distributor lists and in-market store checks.

What is the difference between Export Solutions’ distributor database and other “lists?”

- Created by industry export professionals, not directory aggregators or other online companies with no relevant food industry experience.
- Our database is searchable by country, category specialization, brand name, or combination of all three filters.
- Each distributor is personally validated by Greg Seminara. Distributors can not self register or pay to be in our database.
- Our specialization is distributor search, with 400+ projects completed across five continents. Contact Export Solutions for a free copy of our 84-page Distributor Search Guide.



What information is provided?

Distributor name, web site, categories handled, key brands, telephone, contact person, and email address.

How often is the database updated?

The database is updated virtually every day! We started with 1,400 distributors in 2007 and today, we track more than 9,800. Distributor company names and web site links are accurate. Distributor’s category specialization rarely changes. No database is perfect! Distributors’ brands handled and contact details do change. We strive to make revisions, but some contact details may require a refresh. However, subscribers always maintain direct web links to the distributor for the most up-to-date information.

What product categories are covered?

Distributors include specialists for branded food products, confectionery & snacks, beverage, natural foods, gourmet products, ethnic food, health and beauty care products, and household products. We offer outstanding coverage of distributors focused on Italian, Spanish, German, UK, USA, Asian, and Latin American brands. Distributors handle any product that is normally sold through Supermarkets, Foodservice, or Pharmacy trade channels.

What are best practices in getting the most productivity from the database?

Successful managers use the database to screen distributors to develop a

list of Prime Prospect candidates per country. The database is an excellent tool to invite qualified candidates to a meeting at an international trade show like Sial, Gulfood, or ISM.

Does Export Solutions provide any additional information on the distributors?

Export Solutions knows many of the distributors in our database. Clients of our Premium Subscription or Talk to an Export Expert services can gain access to our insights via phone on the best distributor candidates in any of the 96 countries we cover.

2,950 Retailers–96 Countries

Our Retailer database covers more than 2,950 retailers in 96 countries. This includes an average of 26 retailers per country. For most retailers we include a direct link to their web shop for price surveys. This serves as an excellent tool for online price checks and competitive assessment. We do not provide buyer contact information.

What is the price for a subscription?

\$1,275 for an individual subscription to the distributor and retailer database for one year for all 96 countries. Distributor database only \$975. Access now at www.exportsolutions.com. Invoice provided immediately after purchase. Free sample for Singapore where our coverage extends to 167 distributors.

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

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

Contact Greg Seminara at
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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*

