

Distributor

New Principal Attractiveness Scorecard

Leading distributors are overwhelmed by enquiries from companies looking for a new partner. Export Solutions New Principal Attractiveness Scorecard shares 10 critical factors for distributors to consider.

Criteria	Comments	Score	Weight
Multinational or Regional Challenger	Leaders Bring Prestige, Investment, and Innovation.		
Category Adjacency	Core Category for Distributor: Same Buyers		
Brand Innovation	Unique Selling Point vs. "Me Too" Product		
Investment Model	Full Marketing Support vs. Dead Net Pricing?		
Current Business	Existing Listings/Sales or Pioneer from Zero Sales Base?		
Category Dynamics	Growth Category or Mature?		
Complexity	Shelf Life, # SKUs, Seasonality		
Price Premium	Competitive to Luxury Priced?		
Projected Revenue	Size of Prize for Distributor (Fact Based)		
Projected Gross Profit	Sales x Profit Margin = Gross Profit		

Distributor Search Best Practices

Activity	Bad Practice	Best Practice
Distributor Profile	No portfolio synergies.	Representing similar size, premium brands from your aisle/country.
Candidate Model	Agent or third party not based in destination country.	Distributor of international, third party brands.
Web Site	None! Watch out.	Modern/informative site. Lists current companies handled.
Candidate Selection	Evaluate one candidate only.	Consider 3-5 candidates, depending on complexity.
First Contact	Random solicitation by unknown company.	Trade show or formal phone meeting with respected distributor.
Market Visit	Start partnership without market visit.	Local assessment: office meeting, warehouse inspection.
Store Check	No store check to validate distributor capabilities.	Full day store check to measure results for existing brands.
Reference Check	No financial or commercial checks.	Check current principals plus financial institutions (D & B).
Year I Plan	No plan. "Buy and ReSell."	Logical plan with targets, activities, timelines, costs.
Price Calculation	Sell at dead net price. Arbitrary mark-up.	Transparent price calculation from factory to store shelf.

Does Your Distributor Network Need A Check Up?



Exporters manage distributor networks extending to 20, 50, 70 countries or more!

Every company has a few distributors that under perform.

“Under achievers” prevent us from attaining our personal objectives.

Distributor Network Check Up

- Independent assessment from Export Solutions
- Establish methodology for ranking Best in Class distributors and “Laggards”
- Supply strategies for recognizing top distributors and upgrading the bottom performers
- Benchmark external brands from your category
- Practical and “action oriented” approach

Export Solutions Can Help!

- Distributor Network Assessments
- Motivational Speeches
- International Strategy
- Find Distributors in 96 Countries



Export Solutions
Global Experts, Local Solutions

Contact Greg Seminara at gseminara@exportsolutions.com or (001)-404-255-8387.

www.exportsolutions.com

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 9,900 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 9,900. 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.