

Distribution & Wholesale

Presenters:

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Guideline for a Successful Distributor Introduction

- I. Table Stakes
- II. Field Sales
- III. Logistics
- IV. Distributor Strategy
- V. Operator Strategy
- VI. Product Portfolio
- VII. Tools

Table Stakes

- Price List
- Nutritional Info
- 100% Fill Rates
- Terms
- Order Confirmations
- Cut Notifications
- Quality
- Accurate Invoicing
- Spec Sheets
- Point of Sale (POS)

Field Sales

- Product Training (your sales team or broker)
- Competitive Review & Understanding
- Target Generation
- Bonus Program (Motivation & Direction)
- Program Development
 - Distributor (Procurement / Marketing)
- Negotiation Skills

Field Sales (cont'd)

–Broker Network

- Category Knowledge
- Time & Resources
- Account Executive Assignment
- Distributor Input
- Historical Review

Logistics

- DC Location
- Minimums
- Lead Times
- Add-on Policy
- Layer / Pallet Ordering

Foodservice Distributor Strategy

- SYSCO
- US Foods
- Reinhart Foods
- PFG
- UniPro
- All Others

Operator Strategy

– Segments

- School Foodservice
- Healthcare
- Business & Industry
- Recreation
- Family / Independent
- Lodging
- College & University
- Catering

– Regional Chains

– National Chains

Product Portfolio

- Current Voids
- Leading SKU's
- Same SKU's
- Category Expertise
- Refrigerated / Frozen / Dry

Tools

- Website
- POS
- Freezer Bags
- Shirts
- Food Show Banners
- Sample Kits
- Table Tents
- Mailers
- Promotion Entry System
- Promotions/Incentives

Additional Topics

- Redistribution - Dot Foods
- Product Portfolio
 - Master Group/Super Group/Product Group/Product Code
- Distributor Ridewiths
- Food Shows (NRA, WRA, Specialty Shows)
- Exclusivity (as requested by a distributor)
- Going from DSD Strategy to a Distributor Strategy
 - Costs
 - Invoicing
 - Control
- The perfect corrugated case (sell price/cube/weight)
- Trap Doors

Closing Comment

*What did you do today to make it ...
“FUN”?*

{ People gravitate to Fun! }

Distribution & Wholesale

Thank You!!!

Brian and Bartlett

Distribution & Wholesale (Glossary of Terms):

- Channel** - A term used to describe a business segment grouping.
- Retail** - A food channel primarily made up of retail grocery stores.
- Club Stores** - A food channel made up of large box retail stores. May include membership fees.
- Foodservice** - A food channel primarily made up with K-12 Schools, College & Univ., Independent (White Table Cloth, Family Style, Recreation, etc), Healthcare, Lodging, B&I, Catering, Regional Chains and national Chains.
- C-Store** - A food channel for Convenience Stores.
- Broker** - A “sales agency” that receives commission on sales from the manufacturer to the distributor. A broker is an extension of the manufacturers’ sales force.
- Distributor** - An entity that buys from a manufacturer and sells to operators in one of the 4 food channels.
- Manufacturer** - An entity designed to sell a product and sometimes a brand to consumers sometimes in many different avenues. Also referred to as a “supplier”.
- Operator** - An entity that sells products to consumers. Many various segment types.
- Consumer** - The end user who consumes a manufactured product.
- Procurement** - A distributor department designed to buy products. Also may be referred to as the “Merchandising Dept” or buyers.
- Marketing** - The process of promoting products or brands through various available tools.
- Billback** - Term used to identify a promotional offer in which a distributor bills back a manufacturer for a procurement or marketing activity.
- Deduction** - Term used for reducing an invoice’s full amount due. May be authorized or unauthorized.
- Terms** - # of days for paying an outstanding invoice.
- Program** - A monetary commitment between a dist & manuf. for which money is budgeted for marketing and/or procurement activities at a distributor.
- FOB** - Term used to identify a pricing level where no freight is built in.
- Brokerage** - Term used to identify financial payment from a manufacturer to a broker for sales commission.
- Invoice** - Document used to bill another for services or products.

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Multiple Misc. Topics

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 - Super Group
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