Selling through Distributors
Using the Sales Channel to Drive Brand Value
“Our concern is that we, as a manufacturer supplier, are not as adept at meeting local needs as our distributors. We don't have the people who would be immediately responsive. We don't have local inventories. And it's not uncommon for someone to need a product or part in hours”.

Bill Moore, vice president of sales development and channel management, SKF Service Division

*Purchasing Magazine, November 2006*
Evolution of the Distributor

General Store
- c. 1800s
  PRODUCTS FOR HOME AND FARM, HARD GOODS

Mill Supply
- c. 1890-1955
  GENERAL LINE INDUSTRIAL SUPPLIES

Specialist
- 1955-current
  PRODUCT LINE LIMITED BY CATEGORY
Distributor Value to Manufacturers

**Intellectual Capital:** knows and responds to the intricacies of regional markets

**Touches:** multiplies sales activity – larger concentration in a smaller market

**Conversion:** integrates associated products – a package rather than a single component

**Consistency:** manages differentials between production and demand to provide a reliable source of supply
## Distributor Value to Users/OEMs

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**Selling Through Distributors | Using the Sales Channel to Drive Brand Value**
How We Select an AGMA Partner

**Products** that meet or exceed user expectation

**Functional Stability:** finance, leadership, ethics and corporate citizenship

**Strategy-minded:** defined, communicated, delivered and measured

**Collaborative** sales planning and execution

**Selective** distribution
Brand Value Through Distributors

Plan Together: being part of the sales strategy improves buy-in and ownership

Be Specific: identify industries, machines and processes that benefit from your innovation

Write it Down: pale ink is better than the greatest retentive memory

Define Success: begin with the end in mind; establish a commitment objective for every call

Share Information every step of the way
Final Thoughts.....

“By working with distributors, customers and manufacturers are improving their profits and achieving competitive advantage in the marketplace”.

Tim Underhill, Underhill & Associates
The Channel of Choice

“Don't underestimate the value of a good distributor”.

Bill Moore, vice president of sales development and channel management, SKF Service Division
Purchasing Magazine, November 2006