

All Business Marketing

Distributor Inventory Management Program

... know what to do with the data



Helping Better Manage Distribution

Finally, a program, a tool and a process designed to help you grow distributor sales and increase your visibility with key distributors.

By analyzing categories of product data and inventory, you'll know what product areas inventory volumes and pricing levels to recommend changes to your key distributors on a weekly or monthly basis.

This program will even help you identify distributor sales as they relate to advertising and promotion campaigns, making it easier to justify distributor co-op programs.



The Distributor Inventory Management Program

Electronic components manufacturers are faced with an increasingly difficult task of determining how to sustain distributor year-on-year sales growth, how to raise visibility at key distributors, what part numbers and quantities to recommend for stock in support of new product introductions, product promotion campaigns, and even whether to participate in distributor co-op plans.

Point-of-Sale data offers a wealth of information, and with the aid of proprietary software, we translate this data into meaningful actions that offer significant revenue benefits in the short-term and long-term.

ABM's new distributor management program can help bring order to the chaos.

What Good is the Tool if You Don't Use the Data?

Our goal is to help you gain a deeper understanding of your distributors and their inventory to optimize your sales and marketing programs with them to drive revenue and growth.

We understand the data and provide the recommendations you should pass along to the individual distributors you are targeting with this program.



Which Tool Should You Use?

In today's electronics industry, there are multiple sources and tools available that can provide data and analytics on how to improve the performance and results from your distributor network.

The problems are:

- ❖ Do you have the bandwidth to utilize these tools?
- ❖ Do your inhouse resources understand what the data means?
- ❖ Do you have the time to implement recommendations and changes to your key distributors every month?
- ❖ Do you have tools available now that you are not utilizing to their full benefits?

The Kickoff Meeting

ABM will need your POS reports for a minimum of 3 months to generate any meaningful data, and your available to sell inventory within the channel.

Depending on the number of product categories you want to track, we will need the lead time and inventory backlog per product category.



Getting Things Started

After our initial kickoff meeting, and receipt of at least 3 months of historical data and reports, we will provide recommendations within 1 month.

- ❖ Setup initial video conference call
- ❖ POS reports for all authorized distributors
- ❖ Inventory data in the channel
- ❖ Identify the number of distributors you will work with
- ❖ Number of product categories you want to track
- ❖ Anticipated number of new product introductions this year
- ❖ Frequency of providing POS reports (weekly or monthly)

What We Need from You Going Forward

- ❖ POS reports from all distributors
- ❖ Advanced notification of any New Product Introductions

What Analysis of the Data Can Do for You

By analyzing POS and inventory data, ABM's Distributor Inventory Management Program sets triggers to avoid low or out-of-stock issues, can advise which products and part numbers to suggest to distribution for set up and inventory.

It can proactively advise which products in distributor inventory to return, can recommend price adjustments to make your distributors more competitive and can track distributor sales by product category, units sold and the number of new customers.



What Can You Expect?

- ❖ Weekly or Monthly feed back and recommendations by email. Virtual meetings can be scheduled as needed.
- ❖ Know which products and part numbers to suggest to distribution on what they should set up or replenish in inventory
- ❖ Know which products to return before distributors ask you
- ❖ Be able to recommend price adjustments to a distributor to make them more competitive on your devices
- ❖ Track distributor sales by product category, units, and number of new customers
- ❖ Be able to justify distributor co-op programs and budgets by tying in distributor performance and activity to advertising and promotion campaign spends
- ❖ Most importantly, with the increased frequency of communication with your distributor management team, your relationship will improve, while your sales will grow.

**Would You Like to Grow
Distributor Sales?**

**Would You Like to
Increase Inventory
Levels on Appropriate
Product Series?**

**Would You Like to
Increase Your
Frequency of
Communication
Touchpoints with Key
Distributors?**



Program Cost

After the Kickoff Meeting, ABM will provide a program quote based on the program parameters discussed, and any complexities or specific needs you may have.

- ❖ # of distributor POS reports being provided (weekly or monthly)
- ❖ # of key distributors you want to analyze in the program
- ❖ # of product categories being tracked
- ❖ Whether you prefer weekly or monthly recommendations

All Business Marketing Distributor Inventory Management Program

Improve Inventory Position, Sales Performance and Communications.

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