

Achieving “Trusted Advisor Status”



Best In Class Practices By Reps
Distributors and Manufacturers



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A black and white photograph of a large, curved, metallic structure, possibly a bridge or a large pipe, with a person standing on top for scale. The structure is made of many vertical panels and has a curved top edge. The background is a dark, overcast sky.

Do you want to be viewed
by your business partners
(Distributors, Principals
and Reps) as " Best in
Class" ?

AGENDA

- Differentiated Value
 - Rep Perspective
 - Distributor Perspective
 - Supplier Perspective
 - How are you performing ?
- Achieving Trusted Partner Status
 - Mutually aligned to help each other's businesses
 - Having a higher level relationship
- Differentiation Take-Aways



What does it do to
your business to
obtain “Best In
Class” status ?



Positive momentum



Partners stay together during tough
times



Mutual respect



Strong networking



Become advisors to each other



DIFFERENTIATED VALUE

Rep Firm

Advantage

What are your advantages ?



Rep Perspective

Differentiated Value



High Performance is a given to be in “Best in Class”

- Demonstrated effort towards and achievement of metrics set
- Show growth
- Highly engaged
 - Attend trainings
 - Complete learning classes
 - Ask questions/show interest
 - BE POSITIVE - negativity will destroy you
 - Insert yourself in their culture



Vectors of Strategy - Rep Firm Example to Drive being “Best in Class”



Mission & values

Our goal is to be the "Best in Class" manufacturer representative firm in North America

Rep will achieve this by

- Producing sales revenue growth
- Generating strong design in activity
- Excelling with superior service
- Ensuring that we have the proper resources in place to achieve success

Core Values

- Supportive atmosphere
- Strong work ethic
- No Buffalo - consensus management
- Open Culture
- Change and adapt
- Honest, ethical and rational management
- Focus on solutions
- Have Fun!



DIFFERENTIATED VALUE (Rep Perspective)

Rep Firm	Advantage
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Strong sales staff	✓
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Go to market strategy	✓
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Distribution Program	✓
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Training	✓
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Technical Resources	✓
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Marketing Program	✓
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Business Plan i.e. Succession Plan, Strategy	✓
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Complimentary Line	✓
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Tools	✓
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Go To Market Strategy Example



Go Wide

(Broad Coverage Model)

- Dedicated 3rd and 4th Tier Account Sales People
- Lead follow up

Go Deep

(Strategic Account Coverage)

- Strong account coverage plan
- MFC FAE resource heavy involvement
- Must Win Account Plan



Other areas of differentiation

- Principal / Distributor rep firm visit experience
- QBR preparation and execution
- Professional offices
- Branding
- Web presence
- Survey partners for feedback
- Market knowledge

??????

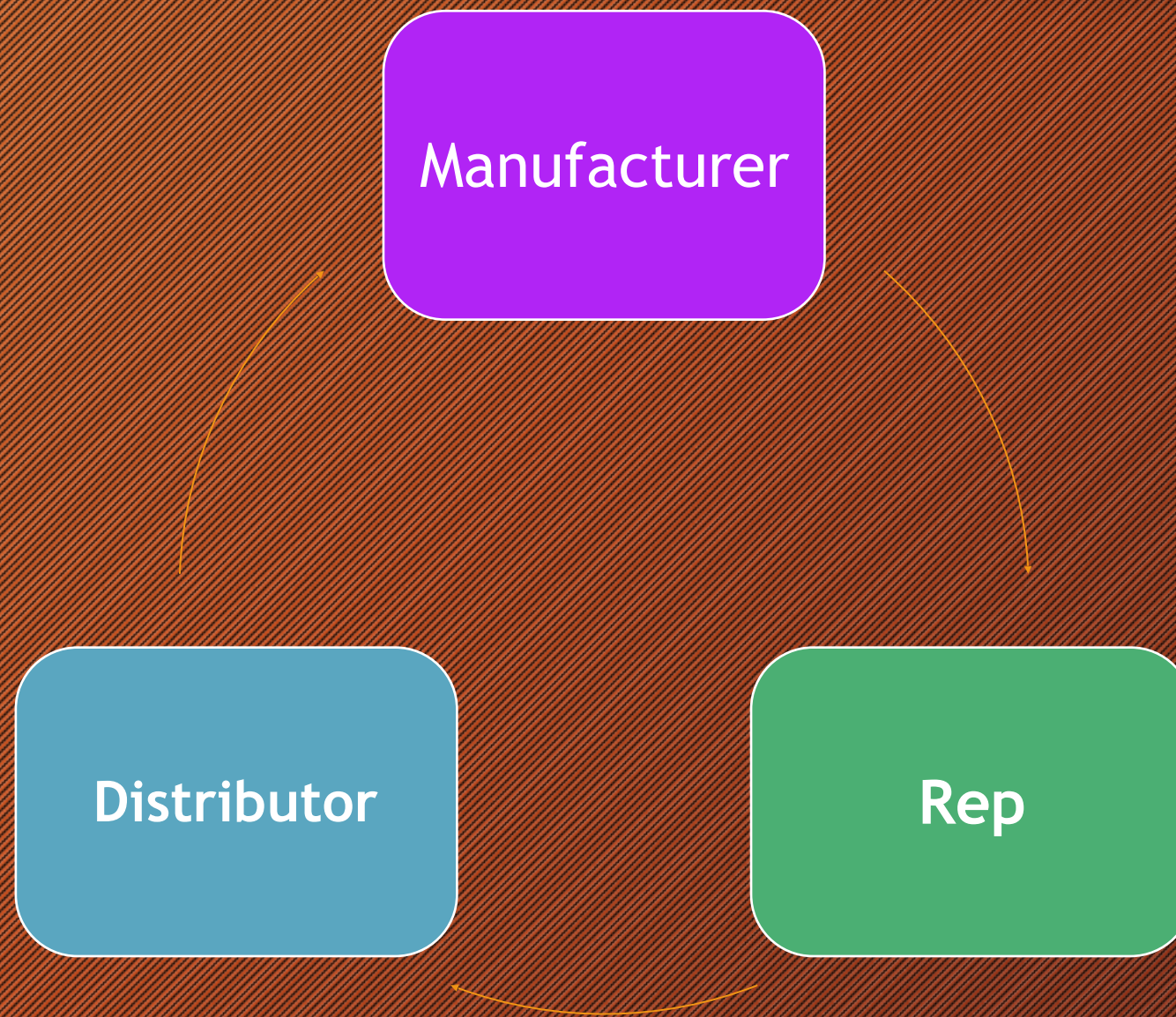


Distributor Perspective

Differentiated Value



Synchronized Together



Engaging The Teams

Trusted
Advisor



Channel
Engagement



Mutual
Success



Matrix With The Distributor

Trusted Relationships

Major Supplier
in common

Major Supplier
in common

Multiple
Suppliers in
Common

Manage
Competing
Suppliers

Manage
Multiple
Distribution
Partners

Does Not Let
Supplier
Challenge
Upset the
Relationship

Interfacing With The Team

Articulates Value

Aligned with
Distribution
Management

Focus on Ease of
Doing Business

Hold Team
Accountable for
Distributors
Success

Opportunity
Reviews vs
Business Reviews

Proactively Bring
Opportunities to
the Distributor

No “Arm
Wrestling” Over
Who Did The
Work

Supplier Perspective

Differentiated Value



The
Company



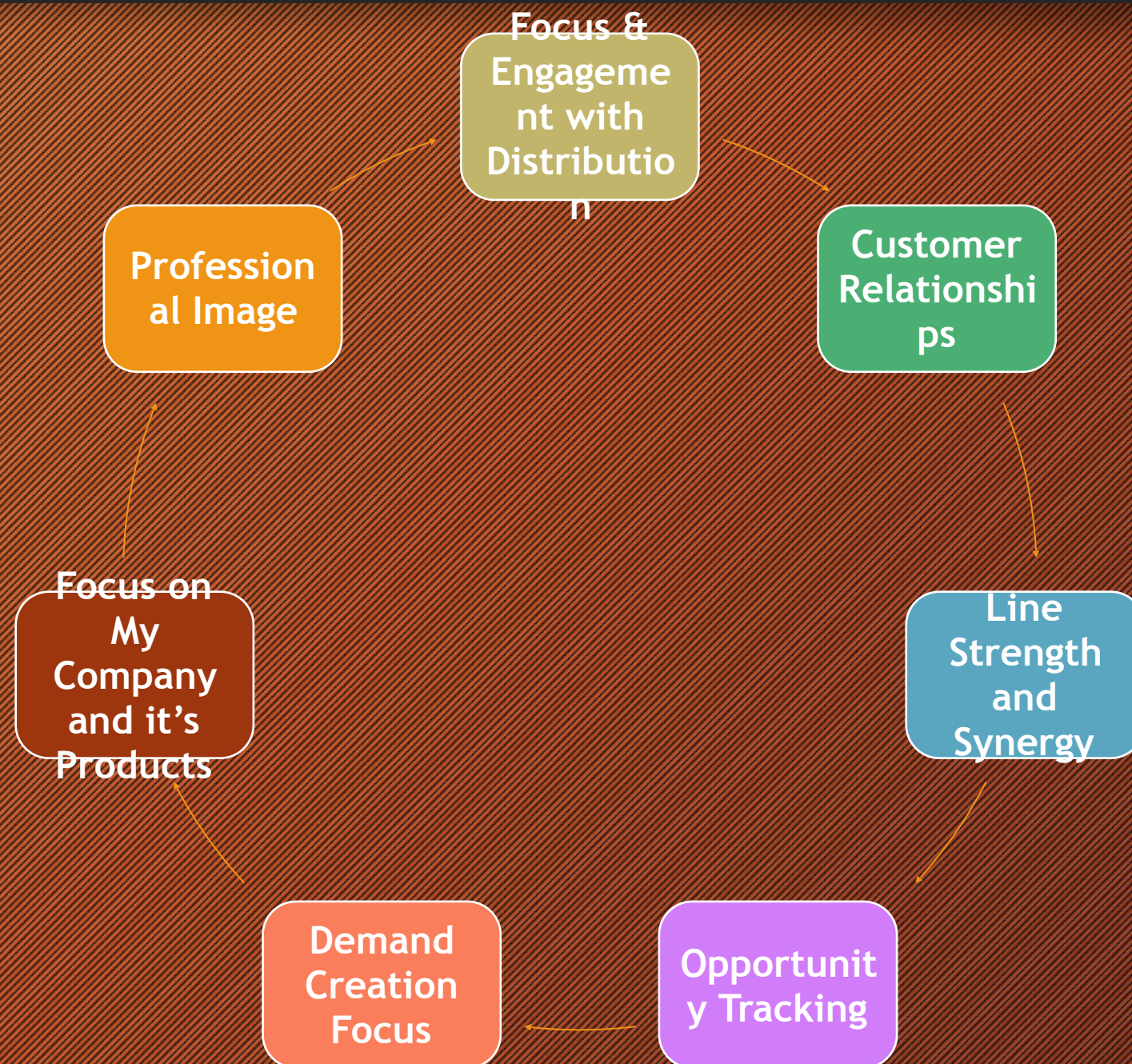
The
People



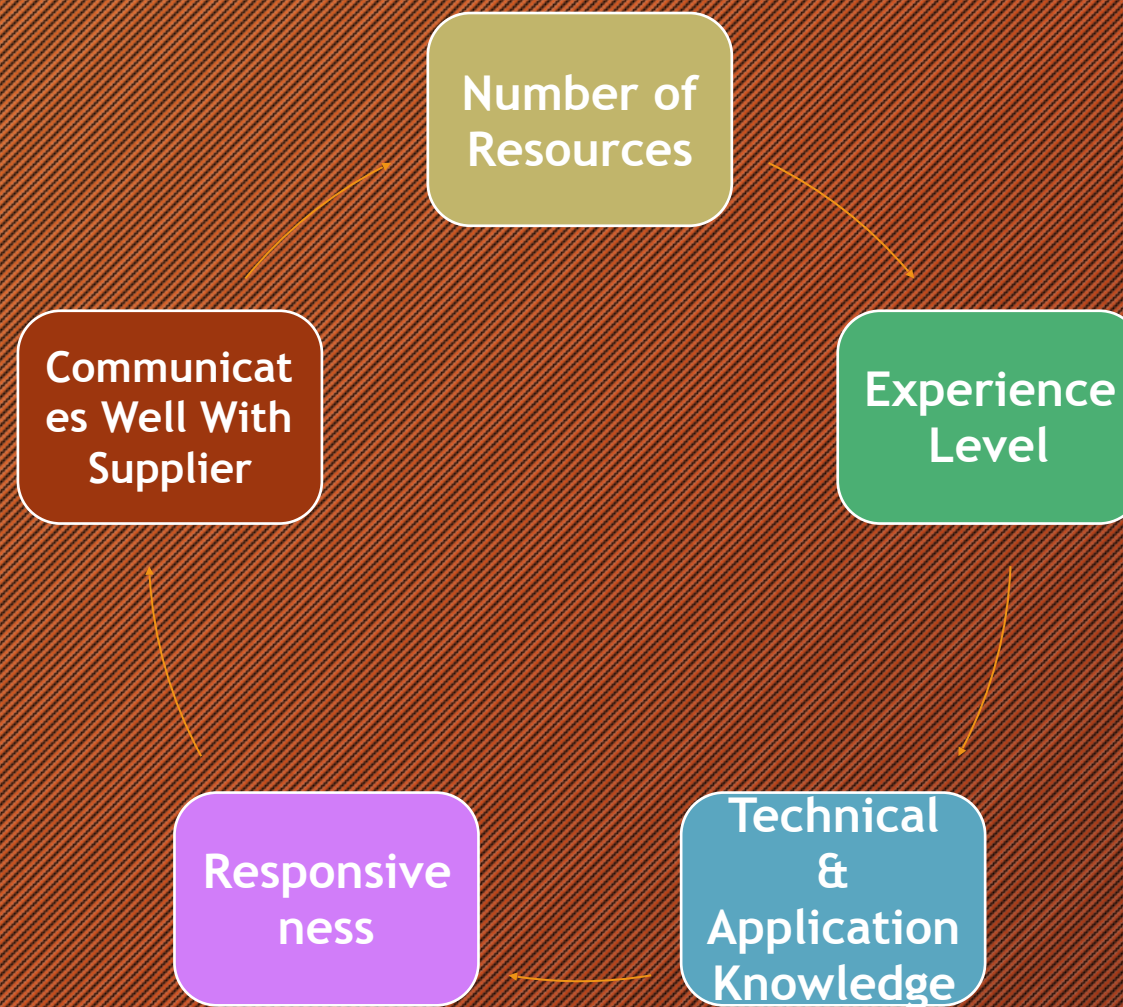
Trusted
Partner



Attributes Of The Company



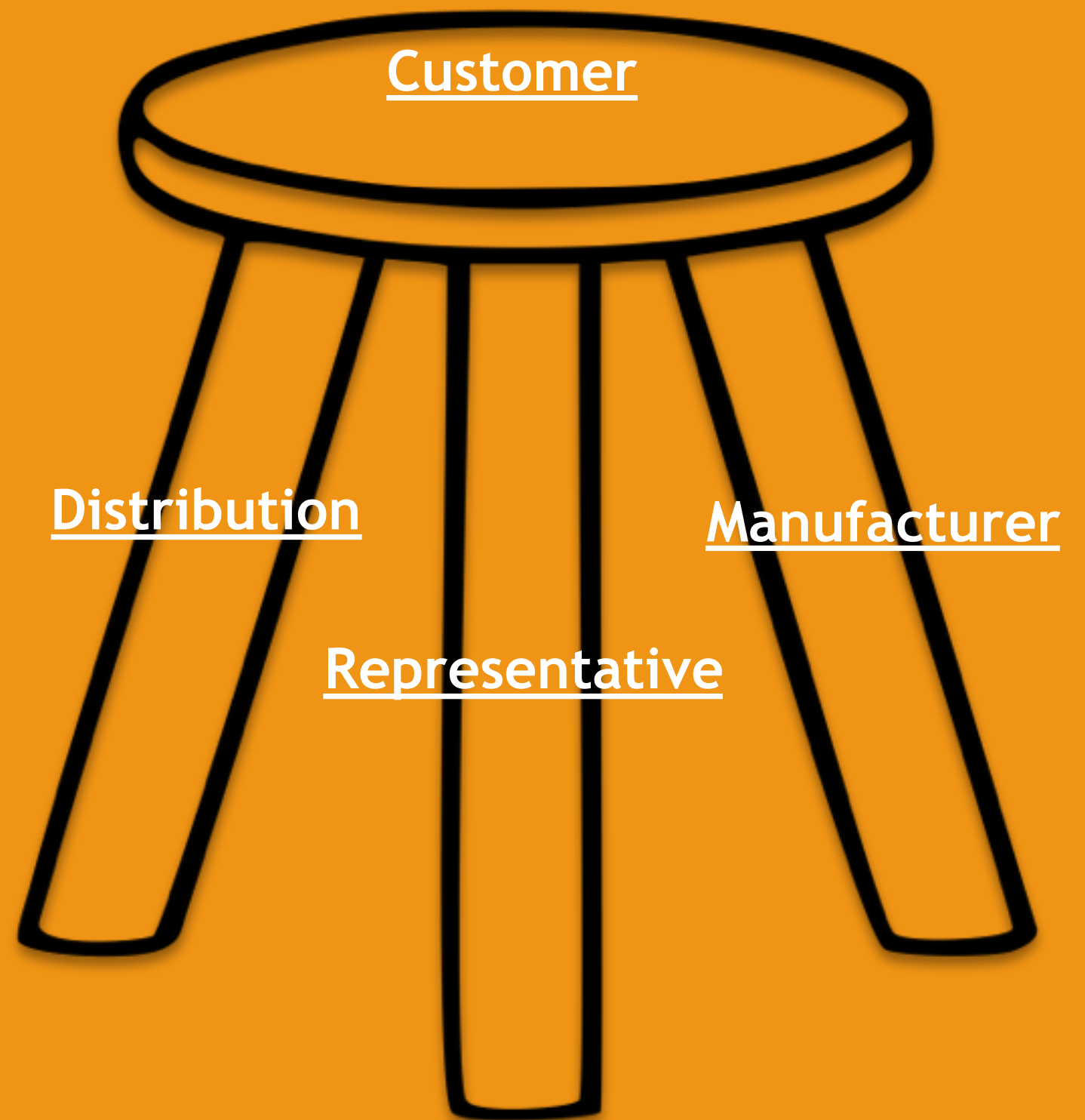
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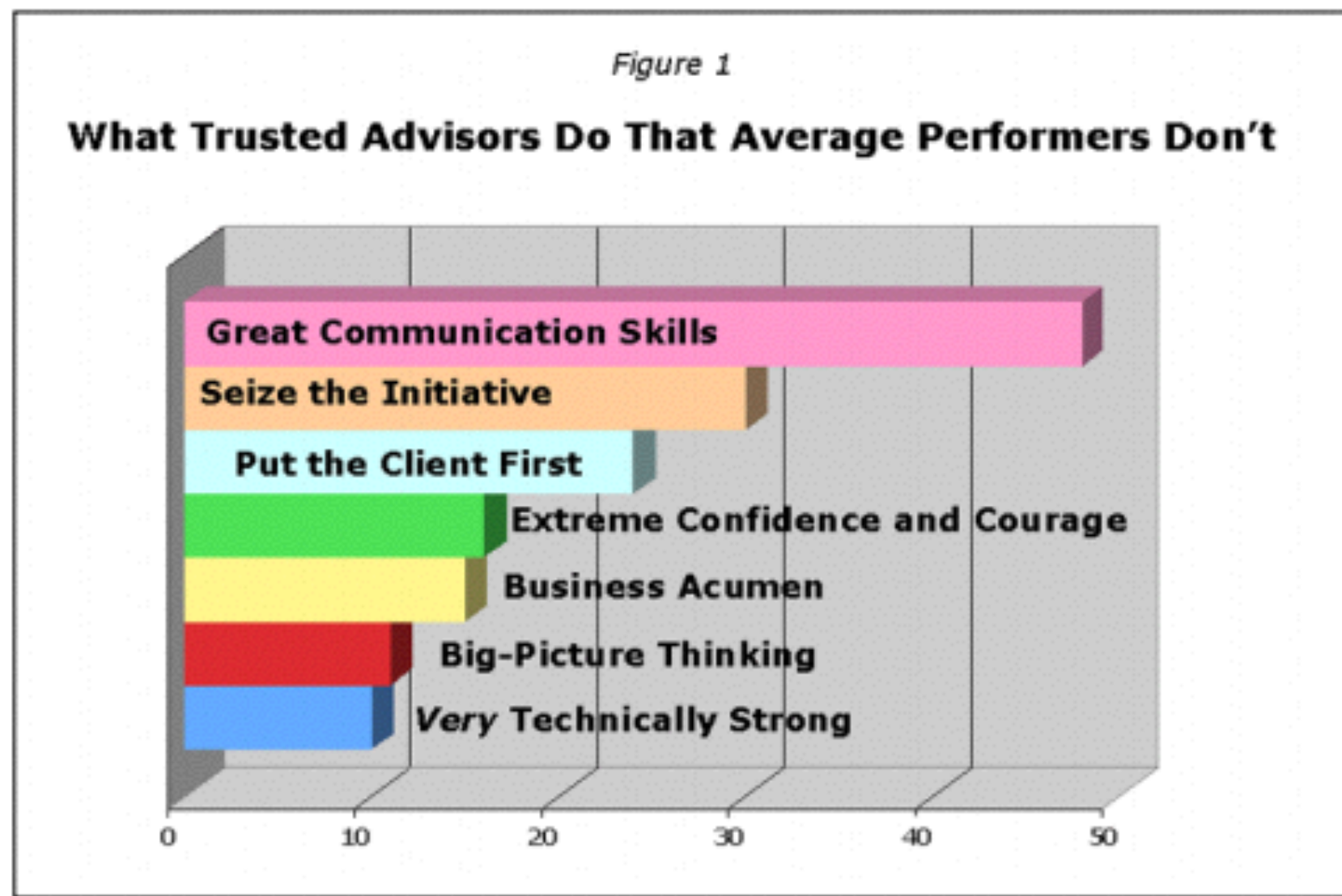
ACHIEVING “TRUSTED PARTNER” IMPLICATIONS



Cohesively
Working
Together



Achieving Trusted Advisor Status



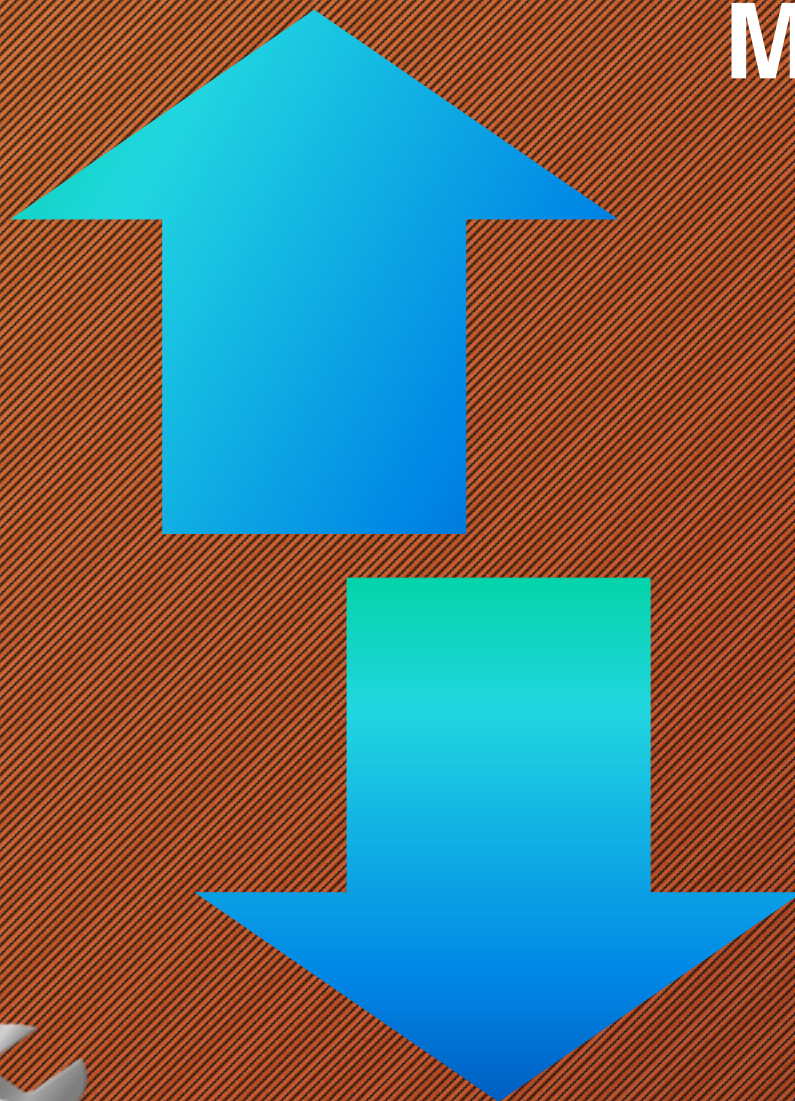
Source - What Trusted Advisors Do That Others Don't By James A. Alexander Ed.D.



Distribution/ Supplier - *Total Engagement Relationship Strategy*

**Management /Exec
Level**

**Branch/Regional
Level**



What are “Best In Class Practices” by Distributors and Suppliers with Reps?

Ease of doing business

Willingness to help each other

Rep Council for feedback

Parties to have similar goals and objectives with performance



Differentiated Value Summary



Differentiated Value Summary

