

Getting Your Message To The Customer



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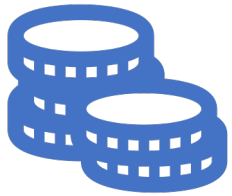
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What Is A Message?



Delivery



Pricing



Quality



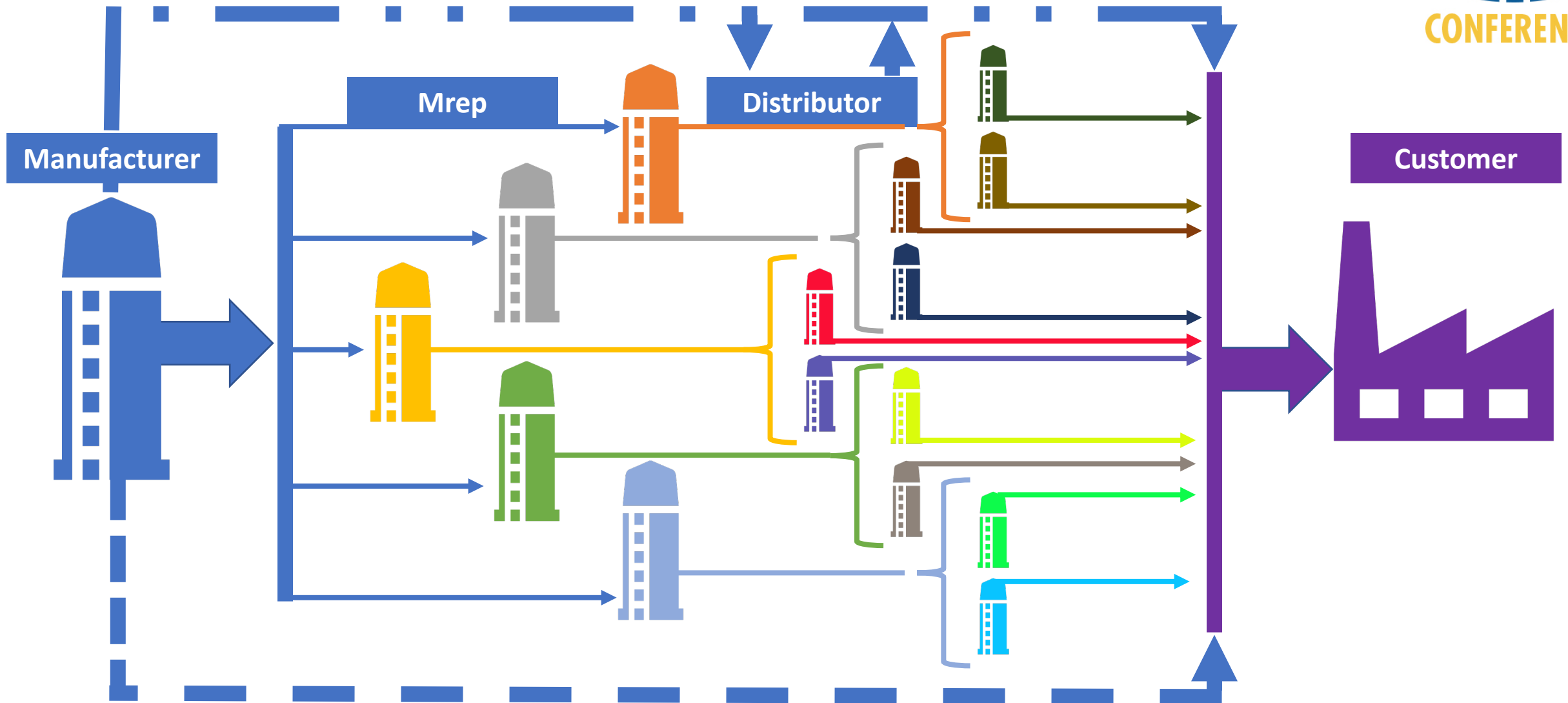
Promotion



New Product Training

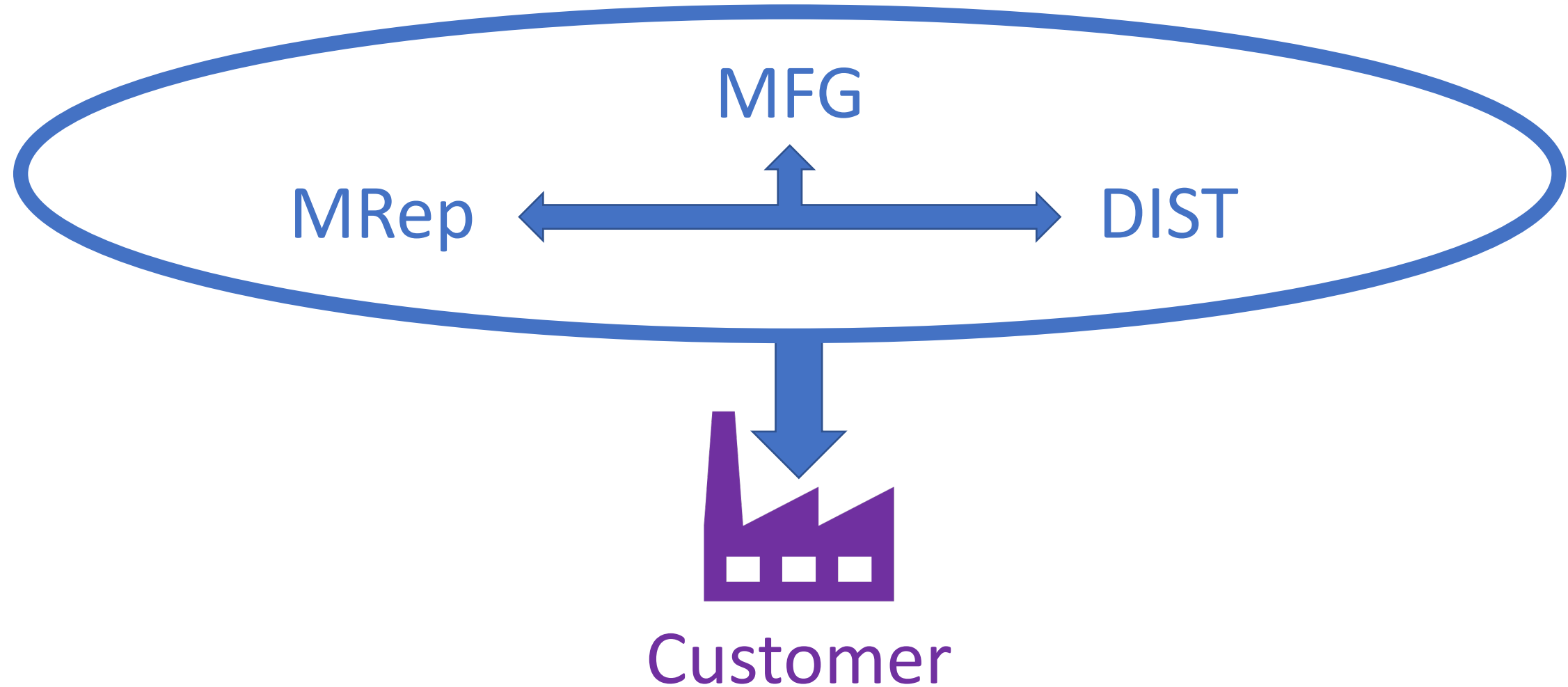
Traditional Process For Messaging

Unidirectional – Inconsistent - Ineffective



Ideal Process of Messaging

Multidirectional – Consistent - Effective



A few Takeaways



Manufacturer

- The traditional is not ideal
- Over effective communication does not exist
- Establish Expectations
- Be inclusive – not exclusive in creation
- Capitalize on consistency
- Communication is multidirectional
- Demand feedback in return for inclusivity

MRep

- Over effective communication does not exist
- Establish expectations
- Being in the middle is advantageous – Capitalize on it
- Multiple line advantage – share best practices
- Don't provide feedback only when asked
- Be a salesperson – and a consultant

Distributor

- Over effective communication does not exist
 - Internal & External
- Establish expectations
- Demand useful and professional training
- Share best practices and set goals



Thank You