



Selling More Effectively Through Material Handling Equipment Distributors: ProMat, and More!

With Gary Moore

Gary Moore



- Marketing Rep for forklift manufacturer – 5 years
- Sales executive at independent material handling distributor – 5 years
- President of distributor – 25 years
- Owner of distributor – 10 years
- Speaker / author on material handling and distributor topics – 35 years
- President MHEDA – 1997/98

Distribution Policy Survey

Who sells...



- at least partially through distributors
- direct ...plus through distributors
- with “exclusive” distribution
- with “limited” distribution
- with “open” distribution
- only direct...no distributors
- only through distributors
- to end users any way you can !!

Independent Distributors are...



- *frustrating !*

Independent Distributors...

- Don't focus enough on your products
- Sometimes sell competitors' products
- Don't respond to your communications, programs
- Complain a lot
- Ask for more discount...a lot
- Ask for more discount...sell a competitor's product anyway
- Make mistakes...want you to take stuff back

Independent Distributors...

Cost effective way to sell
significant product to markets
you can't easily reach

Independent Distributors Provide...

- Local market knowledge
- Facilities
- Hiring and managing salespeople
- Local inventory
- Capital
- Receivables management
- Installation & installation management
- Handle customer paperwork, freight claims
- Contract management
- Marketing
- Ideas, honest feedback



How can you use ProMat to Sell More Effectively through Distributors?

Use ProMat to.....

- Be a catalyst for conversations with distributors.....
before and after the show
- Introduce “something new” for them to sell
- Build relationships
- Help distributors close sales
- Inaugurate a sales promotion
- Support distributors with pre-qualified leads
- Reinforce your distribution strategy
- Be recognized as a leading supplier

What Motivates Independent Distributors?



- Sales volume (duh)
- Gross margin-distributors' oxygen
- Something new / different to give them an edge (read margin)
- Relationships with their customers
- Ease of doing business
- Relationships with suppliers

What Motivates Distributor Salespeople?



- Getting the sale (competitive spirit, sales volume, commission)
- Gross margin (commission)
- Something new or different to sell
- Relationships with customers
- Ease of doing business
- Relationships with suppliers
- Recognition

9 Tips to Sell More Effectively Through Independent Distributors

1. Treat it like a competition ... for time, resources, focus
2. Be clear and consistent about your distribution policies
3. Have quality representatives calling on distributors
4. Be accessible...from distributor point of view

9 Tips to Sell More Effectively Through Independent Distributors

5. Be easy to do business with
6. Work closely with distributors on large order opportunities
7. Connect with relationships at all levels
8. Give distributors something new and different to sell
9. Support distributors' marketing efforts

Bonus tip.....

The more limited and supportive
your distribution policies.....

The more you can jointly plan
with distributors and hold them
accountable



7 Tips to Leverage your ProMat Investment Through Distributors

1. Give them a reason to go ...and to visit your booth
2. Create an informational and relationship building event off site
3. Make appointments to meet distributor people at your booth
4. Encourage customer appointments at your booth

7 Tips to Leverage your ProMat Investment Through Distributors

5. Establish procedure for handling show leads ...and let distributors know ahead of time
6. Pre-qualify leads centrally before distributing after show
7. After show, take the show to distributor people who couldn't attend

Another bonus tip.....

➤ Join MHEDA ...

Material Handling Equipment Distributors Association

- Visit booth @ ProMat
- Ask about Monday evening reception (call office, ask Rebecca)
- Attend annual convention April 18-22, 2015
San Antonio
- www.mheda.org

How can you use ProMat to Sell More Effectively Through Distributors?

Use ProMat to.....

- Be a catalyst for conversations with distributors.....
before and after the show
- Introduce “something new” for them to sell
- Build relationships
- Help distributors close sales
- Inaugurate a sales promotion
- Support distributors with pre-qualified leads
- Reinforce your distribution strategy
- Be recognized as a leading supplier

Independent Distributors are...

- Independent
- Frustrating !
- Motivated by specific things
- A cost effective way to take many products to many markets

To Sell Effectively Through Distributors.....

- Understand what they do for you
- Focus on what motivates them
- Have clear, consistent distribution policies
- Help distributors reach their objectives by selling your products!!



Ask the Expert...

Q & A