

7 Best Practices For Suppliers And Distributors
in the Promotional Products Industry

Speaker: Christopher Duffy, MAS

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Today's Learning Objectives

- ▶ Identify the key challenges suppliers and distributors face in our industry's supply chain
- ▶ Discuss the unique value suppliers and distributors bring to their portion of the supply chain.
- ▶ Review the 7 core best practices for the Promotional Products industry

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But First, A Few Questions:

In the chat box, please answer the following:

1. Are you a supplier or a distributor?
2. And from what type of job roles?
3. How long have you been in the industry?

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Our Industry Supply Chain

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Top Challenges of Suppliers Based on Distributor's Perspective

▶ Inventory Levels	▶ Communications
▶ Capital Costs	▶ Product Innovation and Knowledge
▶ Production Schedules	▶ Global Supply Logistics
▶ Imprint Quality	▶ Competitive Prices/Margins
▶ Shipping Delays	▶ Staying Current with Tech
▶ Product Safety	▶ Credit & Accounting
▶ Customer Demands	▶ Staffing & Training

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Top Challenges of Distributors Based on Supplier's Perspective

▶ Delivery Speed <i>wanting it yesterday</i>	▶ Creativity
▶ Getting Good Artwork	▶ Knowing Your Customers Needs
▶ Prospecting & Sales	▶ Getting Paid – Cash Flow
▶ Competition	▶ Information Overflow
▶ Errors	▶ Decoration Techniques
▶ Product Trends	▶ Managing Sales Force
▶ Price Negotiation	▶ Supplier Relationship Building

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What Value Does a Supplier Bring to Our Industry?

- ▶ Quality Products
- ▶ Global Sourcing
- ▶ Imprinting Expertise
- ▶ Accountability
- ▶ Credit
- ▶ Technology

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What Value Does a Distributor Bring to Our Industry?

- ▶ Customers / Orders / Reorders
- ▶ Artwork
- ▶ Product Ideas / Creativity
- ▶ A Sales Channel
- ▶ Industry Insight
- ▶ Communication / Feedback

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7 Best Practices for the Promotional Products Industry

- ▶ Communications
- ▶ Order Management
- ▶ Artwork & Imprinting
- ▶ Finance
- ▶ Sales & Marketing
- ▶ Technology
- ▶ Shipping

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Communications

What is viewed as a best practice in working together

DISTRIBUTOR **SUPPLIER**

Be Responsive & Accessible	Be Customer-Centric Focus
Always Provide Contact Details	Develop Communication Standards
Use Supplier Website/Catalogs	Take on a Role as Educator
Never Stop Learning	Provide Written Confirmations
Create Winning Negotiations	Clearly Specify Charges & Policies
	Become a Problem Solver

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Order Management

What is viewed as a best practice in working together

DISTRIBUTOR **SUPPLIER**

Thorough & Accurate	Acknowledgements
Track Conversations	Track Conversations
Contact Details	Build A Solid Process
True "In Hand" Dates	Honor the Date
Manufacturing - Based	

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Artwork & Imprinting

What is viewed as a best practice in working together

DISTRIBUTOR **SUPPLIER**

Become An Expert in Artwork	Provide Art Requirements
Learn About Electronic Artwork	Advise Quickly
Provide Complete Instructions	Be Prepared To Offer Options
Provide Hard Copy Art	Provide Confirmations
Review Proofs Carefully	

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\$ Finance

DISTRIBUTOR

What is viewed as a best practice in working together

SUPPLIER

Protect Your Credit Rating	Use Industry Credit Firms
Get Excellent in Cash Flow	Conduct Timely Credit Research
Pay Your Invoices	Submit Timely Invoices
Resolve Credit Issues	Manage Cash Flow

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Sales & Marketing

DISTRIBUTOR

What is viewed as a best practice in working together

SUPPLIER

Supplier Marketing Tools	End-User Friendly Tools
Your Sales Team	Customize Them
Your Supplier Team	Date Everything
Support Trade Shows	Case Histories
	Digital Image Library
	Benefits Vs Features

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Technology

DISTRIBUTOR


What is viewed as a best practice in working together

SUPPLIER

Your Top Suppliers	Online Status
Your Website	Relevant Web Presence
Get Mobile	Get Mobile
What Are Your Top Tools?	What Are Your Top Tools?


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Shipping



DISTRIBUTOR

What is viewed as a best practice in working together



SUPPLIER

Specify Your Method	Production Times
Specify Your Transit Time	Shipping Schedules
Validate Addresses	Communicate Info

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To Review:

In the chat box, please offer your thought:

What was your biggest take-away from today's conversation...that one point you hadn't realized before?

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Your Questions?

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