

VPU-021

Implementing a New Model of Distribution

1-Day Interactive Distributor Workshop

Highlights:

Implementing a New Model for Distribution explores ways a distributor can improve operations and sales functions while reducing operating costs. Increasing customer demands provide hidden opportunities for jobbers to differentiate themselves in today's market. Using value added services and consultative selling distributors can grow new business and build strong, lasting relationships with current customers.

Who Should Attend:

Jobber Principals, Sales Managers, Sales Representatives and Operations Managers

Key Points:

- Paint Distribution and the Need for Change
 - Growing competition
 - Shrinking margins
 - Increasing demands for services
 - The need to reduce operating expenses
- Implementing a New Model of Distribution
 - Educating the customer
 - Creating effective inventories
 - Transforming operational functions
 - Transitioning sales representatives to business development managers
 - Consultative selling
 - Building lasting relationships
 - Becoming a relied upon resource
 - Effectively selling more new business

Learning Objectives:

Upon successful completion, participants should be able to:

1. Understand the dynamics of current distribution and the effects "*business as usual*" strategies have on profitability.
2. Transform current business models to reduce operating expense, grow profits and gain new business while delivering added value for customers.
3. Differentiate through consultative selling.

