

Distributor Engagement Guide

Introduction

Start with a brief intro of your agency, showcasing your experience, local presence, and staff expertise.

Target Markets

Which customer segments do you aim to target? Understanding your target market helps us tailor our approach and align our resources accordingly.



Goals

What are the corporate goals for the upcoming year, and how can we align our efforts and manufacturers to support those objectives? Let's collaborate to ensure our strategies are in sync.



Collaboration Opportunities

Any upcoming events where we can add value? We're ready to strengthen our collaboration.



Branch Performance Insights

What KPIs matter most to local branches, and how can we help improve them? We're here to support branch success.

Challenges Faced by Branches

What challenges do local branches face, and how can we help? We're committed to improving efficiency and performance.



Support Needs



What resources do local branches need to enhance effectiveness? We're here to help.

Bring Visual Aids

Use brochures, samples, or visuals to clarify points, boost engagement, and effectively showcase your value and capabilities.



Engage in Problem-Solving



Offer proactive solutions, showcasing your resourcefulness and connections. We're ready to collaborate and overcome obstacles together.