



FOCUS™

Key Distributor Market Research

Performance Study

*A Unique Field Feedback Mechanism for
Manufacturers*



Would you like to know what your major accounts think about your performance as a supplier to them?

Are you concerned that your programs with your best distributors are meeting, exceeding or not motivating them to promote your products?

Wouldn't you like national chain / marketing group member feedback from their locations to critical questions before you establish marketing plans?

Do you need to better understand how your sales organization is supporting your most important customers?

Channel Marketing Group's **FOCUS™** initiative helps manufacturers better understand their effectiveness within key accounts while also identifying critical challenges that inhibit growth or identify opportunities to drive growth

The strategy includes:

- Conducting an independent branch survey on your behalf to discover your strengths, weaknesses and opportunities within the key account
- Interview branches and other key field sales management
- Review branch sales to identify branch profitability

We combine this information to develop a branch customer satisfaction/opportunity index enabling you to determine where to target your resources.

Our confidential study and report allows you to refine your strategy to increase sales with your most important customers.

Once you share the results with your customer's executive management, you'll discover a deeper foundation of information that will result in a more co-operative joint marketing strategic plan of growth. The fact that the study will be conducted by Channel Marketing Group adds to the reports credibility given our known experience in the electrical industry.

If you are planning to exceed expectations with your key distributors, or wonder if your key account relationships could be better, contact David Gordon (919)-488-8635 or Stan Rydzynski at (516)-319-1191 to increase your FOCUS™ for "A Key Distributor Study".