

Uncover... For Manufacturer Reps™

A Distribution Satisfaction Assessment Study

Are you ready to uncover why your distributors buy from you and learn what is important to them? Do you want to be able to answer "why do distributors do business with you", with specifics? Do you want to know how you perform versus other Rep Firms?

Channel Marketing Group introduces **Uncover...for Manufacturer Reps.**

We've developed a proprietary distributor satisfaction survey that enables you to determine what your pluses and minuses in the eyes of your distributor customers.

- When did you last survey your distributors to identify your strengths and where you could improve?
- How can you meet today's new distributor demands without understanding their current needs and opinions on how they want to be serviced?

To set new goals and action plans, an assessment of your customer's demands is the foundation to succeed. Since part of the survey rates you against your rep competition, you can use the information to review with your manufacturers to show your leadership in your marketplace. Most importantly, the information helps you improve your business.

Uncover...for Manufacturer Reps™ is a distributor satisfaction tool designed to identify your service level to your distributors. The survey inquires about the importance of various attributes and services that you offer, how you perform on them and how you compare versus other reps in your market.

Areas include:

- Customer Service
- Achieving Sales Goals
- Product Knowledge
- Problem Solving Skills
- Outside & Inside Sales Effectiveness
- Understanding end-users
- Quality of Planning
- Trust
- Training Services
- Price Support
- Selling Skills

You can also add 1 open-ended question. These could include:

- What is the #1 reason why you would do more business with this us?
- Please indicate the one part of our service you would change?
- What is the #1 attribute that our competition does better than us that we need to improve?

The Uncover Process

Uncover is an e-survey. We've developed a list of questions of key attributes and services of reps. Your distributors rate what is important to them, how you perform and how other reps in your market perform. There are also a few open-ended questions to solicit key input. We customize the survey for you, provide you a link and you email it to your distributors. The survey references CMG and guarantees anonymity. CMG interviews a select group of respondents for more in-depth analysis. Customers respond and can be provided an opportunity to win a prize (not included).

- The Uncover survey cost - \$1,250
 - Includes corporate report and a 1 hour web conference review
- 5 telephone interviews conducted by industry expert - \$500.
- Package price - \$1,750

Contact David Gordon at dgordon@channelmkt.com or 1-919-488-8635 to learn more.

* Does not include survey award cost