

An aerial, high-angle photograph of a construction site. In the upper left, there are stacks of long, thin metal rods or rebar. In the upper center, there are large, dark, rectangular blocks of material, possibly insulation or formwork, arranged in a grid-like pattern. In the lower right, two men are standing on a concrete surface. One man, wearing a dark suit, is leaning over and pointing at a tablet held by the other man, who is wearing a light-colored shirt and dark pants. The overall scene is in a dark, monochromatic blue-grey tone.

# ***DISTRIBUTOR ENGAGEMENT BUILDER™***

**BAM!**<sup>®</sup>

# DISTRIBUTOR ENGAGEMENT BUILDER™



Hi, my name is **Tom Paul** and I help **equipment manufacturers** who want to fix what's wrong with their lifeless, disengaged, under-performing distributor networks so they can grow sales and **win market share faster!**

This **DISTRIBUTOR ENGAGEMENT BUILDER™** will help you uncover and seize opportunities to grow your existing outside sales network in a consistent and repeatable way - so you can add new distributors efficiently.

The end result:  
**You'll move more equipment than ever.  
Faster than ever.**

Our mission goes beyond software, to help your business, your dealers and distributors, your brand, and even the customer experience grow to a **whole new level!**

**BAM!**®

## A BLUEPRINT FOR GROWTH

I want to show you how to build a SYSTEM for growing your dealers and distributors.

One that doesn't require you to fire all your non-performing dealers (yes, *that* 80%).

One that doesn't require you to waste hundreds of thousands of dollars and a year you can't spare to get it rolled out.

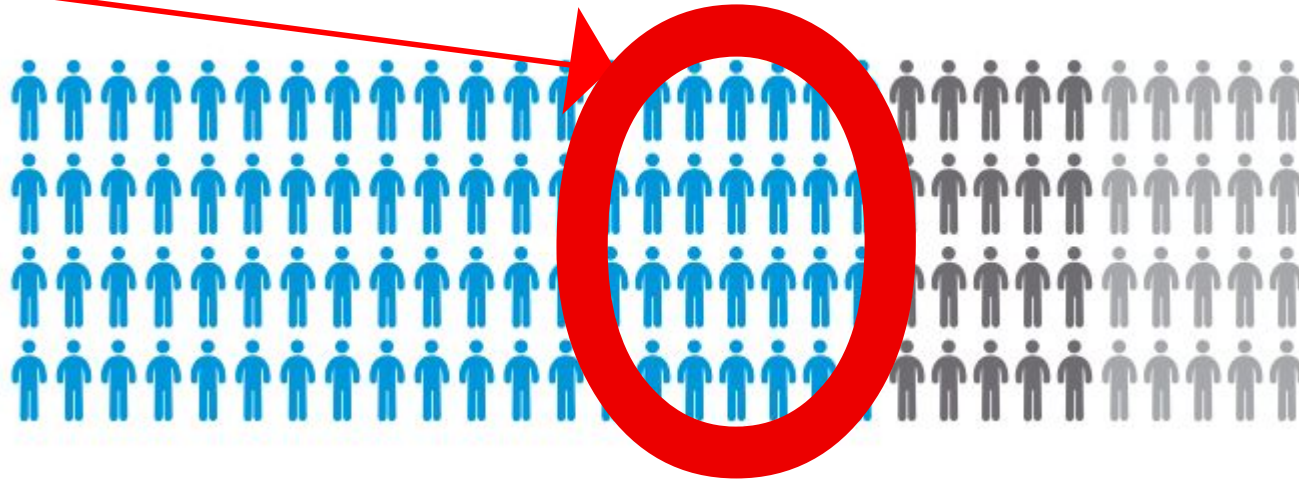
One that works to grow your existing sales reps AND that you can "rinse and repeat" as far as you want to take it.

Forget big investments, complex software, and disengaged dealers.

Think about giving your marketing team and sales network a big easy button. Let's go THERE.

BIG Opportunity Here!

# The 80/20 Rule



The bottom 80%

The top 20%

*A rising tide raises all boats.*

Which is why your biggest opportunity to grow revenue **is in the 80%** of your sales network that are not high-performing.

There are two ways to solve the problem of their results..

You can work to increase the performance of your bottom 80%, incrementally.

Or, you can take your second tier performers (21-30%) and work to push them to tier one.

The good news is both approaches work.

The even better news is you can do both at the same time!

However, you have to keep it simple. Or it just won't work. Keep reading and I'll show you exactly how to do it.

# ***ENGAGEMENT PRINCIPLES***

**1**

**CURRENT**  
**"On Demand"**



**2**

**CONSISTENT**  
**"Top 10 Q&A"**



**3**

**EDUCATED**  
**"Reinforced"**



**4**

**CONFIDENT**  
**"Battle-ready"**



**5**

**RETAINED**  
**"Effective"**





# **TIME = MONEY (STOP WASTE)**

The foundation of sales is **good information**. Before any single other thing can become useful, every sales rep must first know the product well enough to represent it accurately - and that requires **up to date information**.

If your dealer reps are using outdated materials, if they are misleading the customer with guesses and making things up, how would you even know?

*DO YOU KNOW?*

Creating reps who are current in their knowledge of the product is a three-step process.

1. **Deliver current info in real-time**
2. **Measure how the reps use it**
3. **Create more useful content, intentionally**

When you have informed dialogue with your reps about the most valuable content, something amazing happens.

They start to trust you more.

Give them more useful content and they'll use it more.

Everything here is about **speed**.

How fast do you get product updates to your front-line sellers and how to make sure they get it and read it?

The key question here is: how do you make sure your reps are getting and reading your updates? This is where to start.

You can't get a PhD before you get your BA. This is your undergraduate degree. Start here. And measure!







# 2

## CONSISTENCY = RESULTS

Dealers and distributors too often lack the most important tools to help them get the job done. And most of those tools have to do with training.

In many industries, sales playbooks have become commonplace. Playbooks represent a sort of system that the reps can rely upon.

**Wise words: don't put pressure on yourself, put pressure on your selling system.**

A playbook doesn't have to be complex to be effective. Simple things like lists of common objections and how to deal with them, The four or five key features that sell your product and what to say about them.



Giving a rep a repeatable process is a game-changer.

Instead of winging it, and saying whatever pops into their head, sales reps can follow a step by step procedure to communicate the right information about your products in the right order.

**Before you can train a process, you need to create a process to make it simpler for your reps.**

Start with the basics. Here are the five things you need to say about this piece of equipment. **Here are the top ten questions and answers to prepare you.**

Rinse and repeat - but make sure you measure. **You can't improve what you don't measure.**



## ***NO CONFIDENCE, NO SALE***

In interpersonal communication, the mind determines meaning in three ways.

First, there is the **message** - the words used.

Second, there is the tone of your voice, the **vocal** part.

Third, there are the rest of the **visual** cues, body language.

Most people know that non-verbal communication is a significant part of communication. But not many people know exactly how much of the meaning is attributed to the different parts:

- Message - 7%
- Vocal - 38%
- Visual - 55%

### **93% of communication is nonverbal!**

Think of your sales reps. If they don't have current information, if they don't have good sales training on your products, they will come across as uninformed and lacking in confidence.

It's easy to push things too far with confidence, but lack of confidence is a real deal killer.

When reps have current information, are knowledgeable about products, and sell in a consistent way, it translates into confidence. Which translates into better sales performance.

How do you measure? Start with a simple survey..





# 4 **CONSULTATIVE, NOT PASSIVE**

**Most dealer and distributor reps are not considered the expert by the customer.** One of the big reasons for this is that without proper training the sales rep simply doesn't have the tools to ask the right questions and identify the relevant problems.

Or to understand the customer's situation.

Instead, reps act like order takers. Customer says jump and sales rep asks, well you know how it goes.

The fourth level of building a dealer growth engine is to position the dealer rep as the expert. And expert positioning is all about attitude (level 3 = confidence) and asking the right questions.



So how do you turn reps from reactive order takers to proactive questioning consultants?

Partially through training. When you get good at establishing process in level 2, you can start to train and reinforce the right questions to ask.

It might come down to just having a better grasp on why the customer THINKS he needs something. Training how to ask follow-up questions is key.

Like they say, how do you learn how to ask good questions and identify solutions? Same way you get to Carnegie Hall.

**Practice, practice, practice.**





# 5

## ***CAPABLE OR GONE***

When you're building the "system" to optimize your dealer reps, it's a building process and habits.

**First**, make your reps current. This establishes the baseline of product knowledge.

**Second**, make your reps consistent. Simplify the task of selling by making the circle smaller - give them the key features and benefits to highlight. Then train, train, train.

**Third**, your dealers will become more confident. This grows naturally from being current and having a selling system to follow.

**Fourth**, your dealers will become more consultative.

Finally, make sure they experience success and get paid to retain them. **Turnover is one of the biggest problems facing dealerships.**

They will become more problem-oriented and ask better questions. Customers will begin to perceive them as the expert, finally.

Ultimately, the performance of your sales team is measured by key metrics like revenue and sales velocity.

As your sales network's proficiency grows, some reps will rise faster than others. But having a process for establishing the growth provides a key path to track and develop this growth over time.



# DISTRIBUTOR ENGAGEMENT BUILDER™

Creating *HIGH ENGAGEMENT* with your distributors requires you to make it easier for them to sell your products. Identify and fix problems they face, reducing friction, and building trust and engagement.

Name:

Date:

**PREP** | Speak with Dealers. Diagnose their problems. Measure current state using a survey.

**PRIORITIZE** | Identify common problems and rank severity based upon need for improvement.

**PLAN** | Brainstorm tactics to improve in each area. Schedule, resource the plan, identify measurement program go forward.

**ON DEMAND (CURRENT)** | Assess: how long does it take distributors to get needed sales information? Identify blockers (portal access, search capability, ease of use).

**CONSISTENT AND GUIDED** | Identify percentage of distributors who follow standard process (if such exists) as well as number and availability of playbooks / calculators.

**DIGITAL BATTLE CARD** | Do reps have digital battle cards for reference during the sale? Battle cards should include FAB's, references, shareable, and up-/cross-sells.

**SALES READY (KNOWLEDGE)** | Provided standardized test of basic product knowledge - features and capabilities of core product lines, accessories, FAQ's.

**SPEED TO QUOTA** | How long does it take to on-board new reps and at what cost? Quantify it and create a plan to reduce 25%, then 50%

**MEASURED** | Establish standardized cadence for remeasurement at least quarterly, to evaluate progress.



## NEXT STEPS

The relationship between manufacturer and dealer or distributor is supposed to be symbiotic.

What benefits one benefits both. The opportunities for win-wins abound, but only if trust can be achieved and if the manufacturer provides the tools and structure distributors need to succeed.

Many of the barriers that currently exist can be swept aside with a few simple changes. Emphasis on simple.

It's hard enough for dealers to sell equipment. The point is to make it easier to do, so it can be done more.

Once a repeatable system is in place, it can help you grow your dealer network. Most importantly, it gives you as the manufacturer control over your growth. When you need to step on the gas, you can.

With predictable and measurable results.

If you would like help automating the growth engine [book a free growth session now.](#)

We can show you where you might be stuck and how to get you going faster.

In record time.

Let's get that engine fine-tuned so you can race past those sales targets.

**BOOK A CALL**