

Distributor Search and Evaluation.

Finding distributors cannot be done by just obtaining a bunch of names from local Chambers of Commerce, professional membership directories, exhibition lists, or the Yellow Pages. Having been both a manufacturer and a distributor, we know what it takes to introduce a new product successfully. Some manufacturers think that once their product has been proven to “work”, buyers and distributors will come to their doorstep, begging to buy & sell it. Wrong !!

A successful distributor is fully occupied selling their current product lines. Though some might be interested in a new product, they don't so easily decide to invest their time, people, money and reputation in new ventures, unless they are convinced that the new product has unique features, proven advantages over the competition, offering clear-cut benefits to patients, payers, hospitals, the medical profession AND to the distributor self. Not to forget the new product's demonstrated Proof of Concept and Proof of Market. The new product must have (or about to have) regulatory approval, reimbursement codes, publications in peer-reviewed medical journals and exposure (presentations) at major medical conferences. No serious distributor makes commitments based on a nice promise or glossy brochure.

The task to find the right distributor who is both interested and willing to take on a new product is an arduous job. To convince a distributor of the benefits to work with a new company and their new product is a big task that requires time and intense work. These searches and evaluations do NOT come gratis.

This is how GlobalStrategists operates:

1. The company sends an RFQ (Request for Quotation), describing its distribution and marketing needs, expectations, technology/product, target markets (countries) and potential users (medical disciplines)
2. If we are confident we can take the assignment upon us, we ask the company to complete our Project Questionnaire, detailing:
 - a. Company Profile
 - b. The “ideal” Distributor Profile
 - c. Company + Distributor Obligations, Responsibilities, and who pays for what and when
 - d. Proposed Timetable with Milestones and Deliverables
3. Upon receipt of the completed questionnaire, we send our Project Proposal, which will include:
 - a. Project Description
 - b. Project Schedule
 - c. Project Milestones and Deliverables
 - d. Project Team
 - e. Accountability and Responsibilities
 - f. Confidentiality (Non-Disclosure and Non-Compete) Clauses
 - g. Legal Matters
 - h. Project Cost (check <http://globalstrategists.com/Fees.pdf> for our fee options)
4. We will then meet with company's management to sign the Project Proposal into a Consulting Agreement.
5. Upon signing the Consulting Agreement, we will:
 - a. Research our network, databases we can access and the Internet for potential distributors.
 - b. Identify candidate distributors and contact them to arrange for Face2Face interviews.
 - c. Travel to candidates to interview management, other executives and staff members, and tour their offices and facilities.
 - d. Visit customers together with their field force (sales, technical, clinical, etc.), and assess their qualities and professionalism.
 - e. Interview client-users about the candidate distributor's reputation: training, service, customer relations and product support.
 - f. Write evaluation report with recommendations
6. Optionally we can follow-up with distributor contract negotiations, local market and competitive intelligence, and the development of MarCom concepts and training programs.

Contact us for to discuss your needs and plans regarding setting up a global distribution network.