

ADMA Private Conference Expectations

ADMA's Private Conferences are a unique benefit to ADMA membership. Both distributor and manufacturer members agree that this is a rare and extraordinary opportunity to meet with industry partners in a 'private' setting. Read the following information to properly prepare for and conduct the conferences:

25 Minute Appointments

Use these appointments to meet with non-marketing partner principals, on a one-to-one basis, who request an appointment with you. During this time, you may:

- Review company and marketing philosophy
- Introduce product line
- Learn more about the potential of a prospective partner
- Share technical and sales training information
- Unveil new programs

50 Minute and 75 Minute Appointments

Meet with existing partners to discuss areas of mutual concern. These would include, but are not limited to:

Distributors:

- Prepare market data for each vendor
- Check with field personnel for details on products and servicing
- Discuss sales trends and customer needs and queries
- Explore available advertising assistance
- Explore available sales training and technical assistance
- Unveil new programs, locations, etc.

Manufacturers:

- Disseminate new product information
- Unveil new programs
- Share sales training information
- Discuss advertising plans
- Prepare individual distributor figures
- Explore sales trends

By preparing properly for these conferences in advance, you will enhance the value of the ADMA private conferences for both you and your company. Here is some additional information to help you better understand how to conduct these meetings.

Manufacturer Expectations of Distributors

Send decision-makers. ADMA is a *management-to-management* forum!

Don't dominate the discussion. Leave time for the manufacturer's presentation.

- Distributors should not just listen; they should **prepare** for and contribute to the meeting.
- Updates on organizational changes
- Supplier-specific issues, concerns and opportunities
- Customer feedback on products, prices, marketing programs
- Share sales data in a format meaningful to manufacturers.
- Report sales at cost to allow comparison to purchases
- Inventory
- Discuss specific future strategy and its application to the supplier's product line.
- If applicable, set mutual sales goals for new programs

- Address past results and future opportunities
- Begin every meeting with a positive attitude!
- Follow up on action items after the meeting
- Offer constructive suggestions
- Understand the roll of manufacturers

Distributor Expectations of Manufacturers

- Send decision-makers. ADMA is a *management-to-management* forum!
- Don't dominate the discussion. Leave time for the distributor's presentation.
- Understand and communicate the distributor's purchase performance in comparison to the previous year, and also versus aggregate product line performance. If the distributor is losing market share, tell him.
- **Prepare** for the meeting! This is the opportunity to tell distributors what's new, unveil marketing programs, present new products, announce organizational changes and communicate company strategy.
- When communicating growth strategy, explain the distributor's role in accomplishing that strategy.
- Address past results and future opportunities.
- Be honest!
- Begin every meeting with a positive attitude!
- Discuss Trends
- Do not sell around the distributor to a customer
- Follow up on action items after the meeting.
- Understand the roll of distributors