



You Should Know...

We Thought So

The World Health Organization reports that Americans are more prone to an anxiety disorder than are the citizens of any other nation. 31% of Americans suffer from this disorder during their lifetimes because of work, financial worries, and the pressure to succeed; five times the rate of Third World nations.

The Point: I think we knew that.

Remember the Drug War?

Since 1971 the US has spent over \$3 trillion in its “war on drugs” quotes Reuters. That includes \$25.2 billion in 2011 alone. Despite these efforts, a gram of cocaine is now 16% cheaper than in 2002 due to an increased supply.

The Point: Maybe it’s time to try something new.

TSA is Amazing

New guidelines proposed by the TSA would allow disabled people to board planes with unusual “service animals” including pigs, miniature horses, and monkeys.

The Point: What?

German Men are Better Drivers?

A German mayor ordered that parking spaces be labeled with male and female symbols. The smaller, more challenging spaces are designated for men. “Men are a little better at such challenges” says Mayor Gallus Strobel.

The Point: There goes the female vote.

August’s Quote

“When your children are teenagers, it’s important to have a dog so that someone in the house is happy to see you.”

Nora Ephron

Auditing Your Distribution Channels

Soon it will be time to develop your 2013 marketing plan. A major item in the plan is always the “go to market” process.

Unfortunately, many manufacturers of “B2B” products do not audit their “go to market” process.

Occasionally a new distributor is added or an underperforming one fired, but the entire process and its effectiveness is rarely reviewed. We suggest now is the time to do it as:

- Many competitors have reduced distributor support and consequently, many of their best distributors are dissatisfied with the relationship.
- Many “B2B” manufacturers took large accounts “direct” during the recession alienating many of their distributors.
- Growth requires capturing channel share in a slow economy.

Here are the five steps:

- **Step one.** Profile your target markets. Are they growing or contracting? Is there a geographic concentration? Are some more profitable than others? Prioritize the markets and identify and prioritize their service requirements (distribution is a service business).
- **Step two.** What do you want your “go to market” process to do? Customer retention? Customer acquisition? Attack specific vertical markets? Just provide “pick, pack & ship” services?

- **Step three.** Can your distributors provide all of the services your market requires? Are they providing services that your market does not require and thus increasing the price of your products so as to cover their costs? Are you directing them to provide the “right” services via your channel compensation program?
- **Step four.** Divide your distributors into three categories by performance. Focus on the overachievers first. Understand their business model. You can’t help the laggards unless you fully understand why the leaders are successful.
- **Step five.** Incorporate this knowledge into your channel plan.

The Point: 2013 looks like yet another slow growth year. That means you’ll have to increase market share and channel share to grow. You can’t do either if your channels are not aligned with your marketing strategy. Make sure your channel process is consistent with your strategy or 2013 could be a very long year.

Top 10 Countries with the Largest Areas of Forest

Country	Sq Mile
Russia	3,123,910
Brazil	2,005,890
Canada	1,197,430
USA	1,173,840
China	798,690
Dem. Rep of Congo	595,120
Australia	576,450
Indonesia	364,600
Sudan	270,070
India	264,423

Source: Food and Agriculture Organization of the United Nations