

## Roles & Responsibilities: Distributor

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### **Portfolio Management**

#### *Portfolio Strategy*

1. Develops and communicates to the supplier an overall portfolio strategy based on the distributor's share and profit growth objectives
2. Establishes the role each supplier and its respective brands will play within the distributor's total portfolio
3. Shares local market knowledge with suppliers in order to strengthen their overall portfolio strategy by market

#### *Brand Strategy*

4. Establishes local objectives, strategies and tactics based on local market knowledge to effectively execute against the suppliers' national priorities
5. Provides a clear vision for success with specific, measureable targets and strictly evaluates progress toward that vision

#### *Marketing Direction and Investment (National and Local)*

6. Develops and takes ownership of an annual business plan for each supplier that addresses the execution objectives for each brand
7. Identifies and acts on local marketing opportunities that are relevant and consistent with the national brand strategy and conducive to long-term brand growth (e.g., the media delivery vehicle must be appropriate for the brand message and brand image)
8. Invests based on brand/portfolio size and opportunity
9. Acts as a local market expert and regularly identifies business building opportunities
10. Invests to add value to the customer and/or develop sustainable business building initiatives (e.g., Impact Selling, Zone POS, Single Serve Tactics, etc.)

#### *Brand/Package Exit Strategy*

11. Proactively communicates to the supplier fact-based concerns with a brand/package prior to taking any action
12. Proactively communicates with the brand owner whenever brand quality becomes compromised and cannot be maintained (e.g., lack of product sell through the marketplace)
13. Develops mutually agreeable performance gap closing plans with the supplier and aligns upfront on next steps if specific goals are not achieved
14. Ensures that brand performance is a result of market conditions, positioning, etc., and not due to poor retail execution

## **Retail Account Management**

### *Distribution*

15. Gains distribution of brands and packages by channel and class of trade as agreed to by the annual planning process

### *Feature/Display Execution*

16. Gains features at a competitive frequency in chain and independent accounts within distributor sphere of influence
17. Establishes and implements an effective internal communication process to ensure that the distributor sales force understands upcoming feature activity and acts on it in a timely manner
18. Effectively tracks the results of retail activity and shares the data with suppliers
19. Builds timely, professional, and creative displays in all accounts that are supported by feature activity (the displays should remain in the store for the entire time the features are active to consumers)
20. Proactively communicates to suppliers concerning any accounts that are non-displayable

### *Category Management*

21. Ensures competitive capability with a supplier approved shelf management software program and ensures it is properly staffed and effectively operated
22. Staffs adequate personnel to sell-in and execute category management goals established in the annual business plan
23. Maintains adequate resources to execute all shelf reset activity in the market as directed by competitive market norms
24. Maintains updated and accurate records of current sets in distributor customer base

### *Retail Programming*

25. Actively engages suppliers with recommendations for retail programming in the market
26. Applies adequate resources to execute retail programming in market
27. Reports to supplier the level of execution and effectiveness of retail program(s)

### *Merchandising*

28. Utilizes entrusted Brand Trademarks within the supplier-provided guidelines
29. Professionally places current theme or account program paper point of sale on the shelf, display, table top etc., and ensures correct pricing
30. Competitively merchandises retail accounts with permanent point of sale provided by suppliers as allowed by law
31. Utilizes computerized sign-making capability in-house or through a 3rd party that is competitive in appearance and durability
32. Maintains an adequate number of properly trained employees to ensure merchandising activity remains competitive

### *Service Policy*

33. Operates with an effective and competitive outlet sales call plan and an appropriate sales organization structure



34. Executes effective and competitive retail service policies for delivery, merchandising, product breakage / exchange policies, and quality assurance (including draft line cleaning where legal)
35. Utilizes consistent and appropriate criteria for designating tel-sell accounts and operates an effective tel-sell program that is competitive in the marketplace
36. Establish adequate retail services (where legal) to ensure in-stock conditions during peak consumer shopping periods

***Product Quality***

37. Designates a properly trained individual responsible for the distributor quality assurance program
38. Maintains a clean and orderly warehouse to prevent contamination or damage to product
39. Ensures that product is sold to retail within prescribed code dates with a reasonable expectation to be sold to consumers within prescribed code dates
40. Properly rotates shelf and displays in retail accounts to ensure that the shortest code date product sells through first
41. Removes and destroys any out-of-code or damaged product from retail or in distributor inventory
42. Ensures that retail accounts comply with recommended cleaning specifications to maintain the quality of their draft beer
43. Performs ongoing training to ensure that product quality standards are understood and consistently executed by distributor and retail personnel



## **Training and Development**

### *General Training & Development*

44. Maintains employment practices that are both legally compliant and competitive within the market

### *Sales Training*

45. Provides structured and adequate training to the sales personnel on the fundamentals of goods selling, merchandising, and promoting

46. Ensures that the sales personnel can effectively present, sell, and market the supplier's brands with a proficient understanding of the attributes, features, and benefits of individual products

47. Enables suppliers reasonable access to train sales personnel on their products, including classroom and in-field training

