

How Operators View Distributor Value

“A Chain’s Perspective”

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$$\text{Value} = \frac{\text{Experience}}{\text{Price}}$$

Adding Value

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Adding Value

Services

- Having the products available
- Painless ordering
- Research Partner
- Expert / Educate

Adding Value

Communication

- Two Customers
 - Purchasing
 - Company
- Educate the customer on your business
- Know the state of the business you're in

Adding Value

Partnership Be on the leading edge

- Green Efforts
- Naturally Raised / Organics
- Food Safety

Adding Value

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- Focus your energies on improving the experience to the customer.
- Manage your costs through fanatical measurement of internal systems

Thank You