

Conducting Productive Supplier Business Reviews

Presented by Kevin Ullrich

Overview

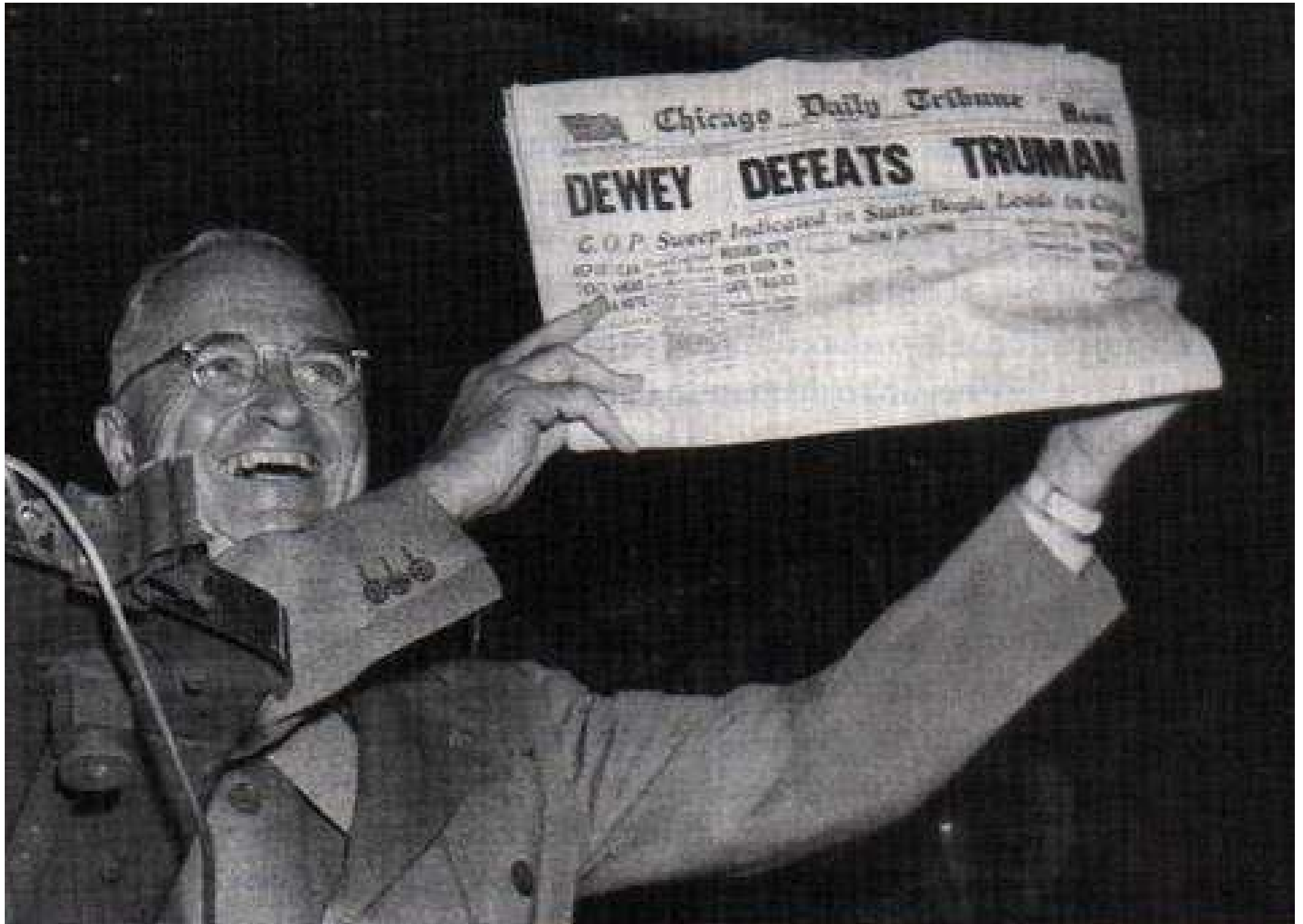
- Bad News/Good News
 - Perception is reality
 - Perception can be clarified through meaningful discussion
- Turning Why's Into What's and How's
 - You know the why's or you wouldn't be here
 - What are you going to review?
 - How is it going to improve your business?

Overview (cont.)

- Where To Start The Process?
- Metrics: More Than Just Meters and Grams
 - Don't just measure, measure well
- Is “68” Good or Bad?
 - Successful internal/external benchmarking
- “12 Angry Men”
 - Deciding who to include in the review meeting
- Can You Ever Have Too Much of a Good Thing?
 - Frequency For Effectiveness

Where To Start The Process?

- K.I.S.S. - Keep It Simple Suppliers
- K.I.S.S. - Keep It Simple Di(S)tributors

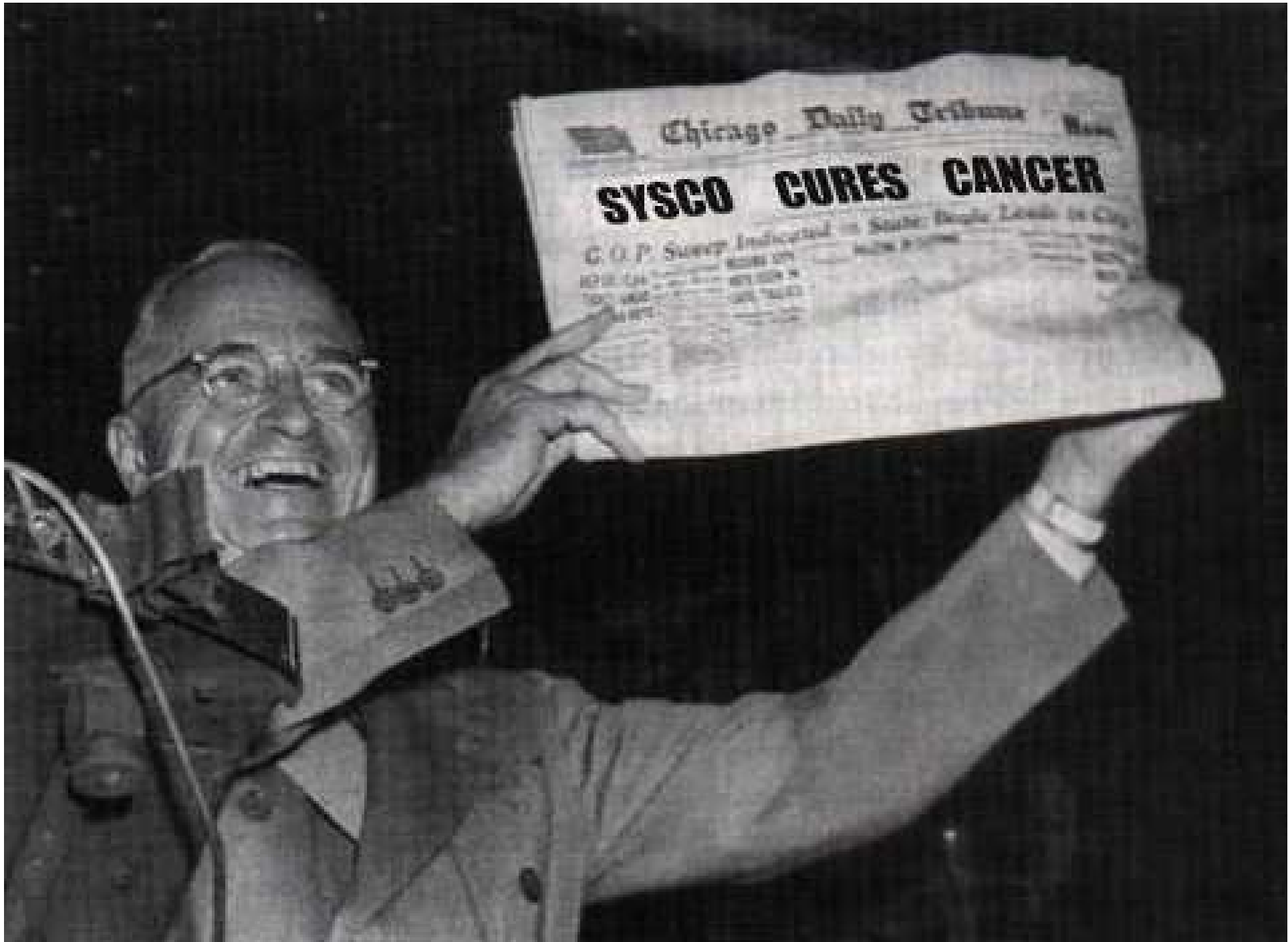


Chicago Daily Tribune

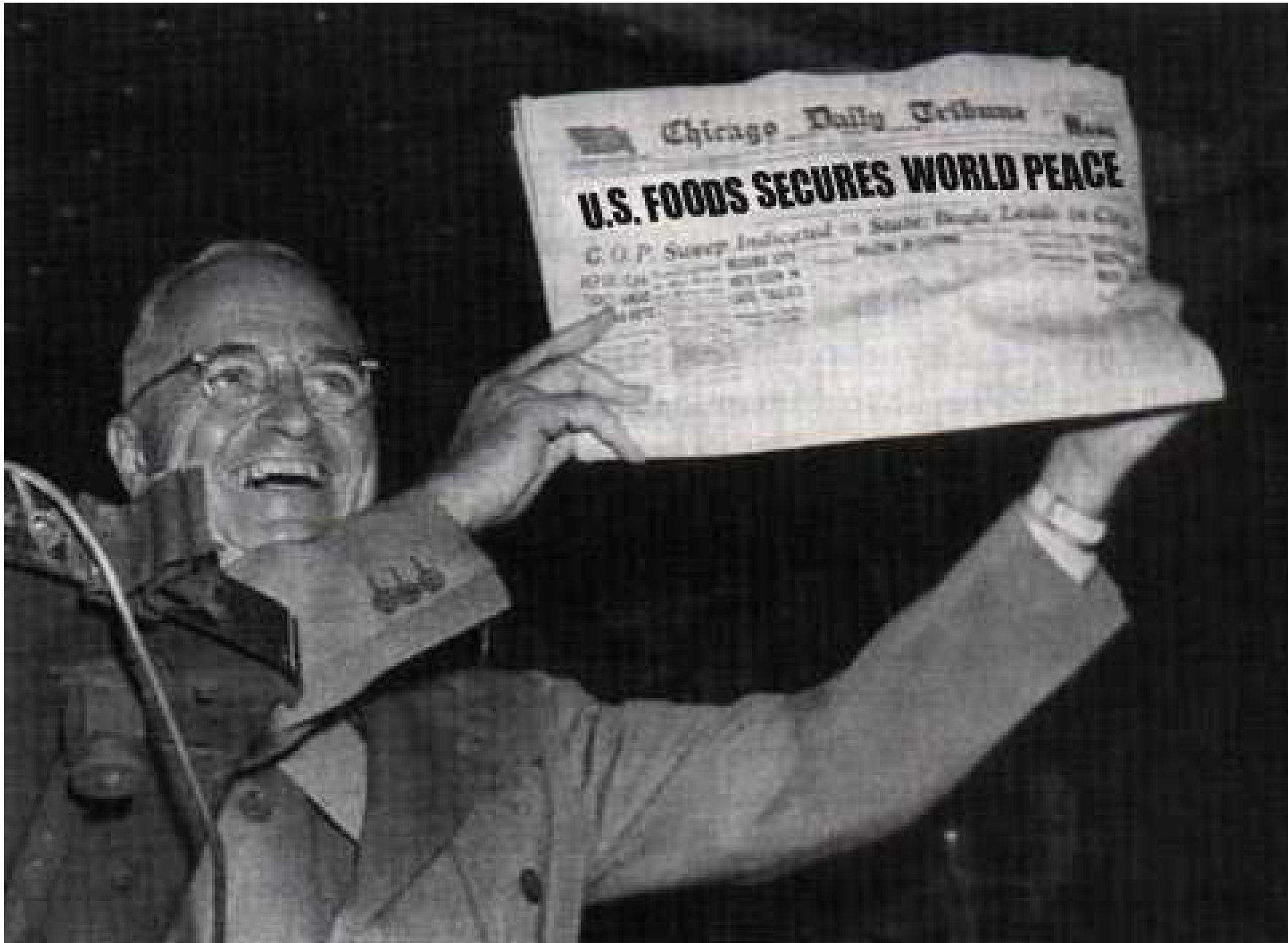
DEWEY DEFEATS TRUMAN

G.O.P. Sweep Indicated in States; Leads in City

ROOSEVELT
WENT DOWN IN
NEW YORK





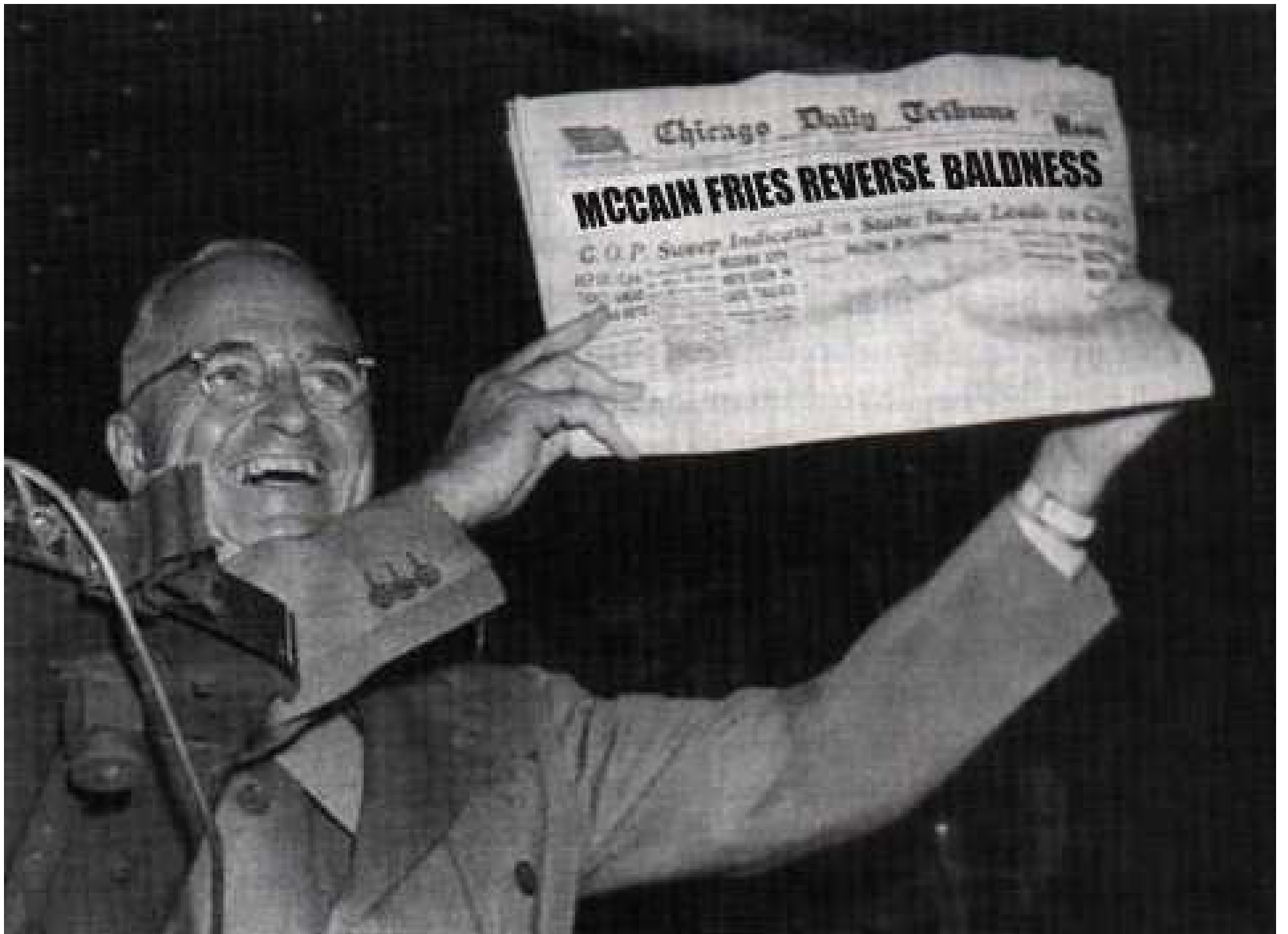


Chicago Daily Tribune

U.S. FOODS SECURES WORLD PEACE

G. O. P. Sweep Indicated in State: People Lead in City

WASH. (AP) - The U.S. Food Administration today announced that it has secured a \$100 million loan from the U.S. Treasury to purchase food for the world's poor.



Chicago Daily Tribune

MCCAIN FRIES REVERSE BALDNESS

C. O. P. Sweep Indicated in State: People Lead in City

ADVERTISING: ...
CITY OFFICE: ...
SUBSCRIPTIONS: ...



Chicago Daily Tribune

CAMPBELL'S INTRODUCES SOUP POWERED CAR

G. O. P. Sweep Indicated in State: People Lead in City

CHICAGO, Nov. 10. (AP)—The Chicago Daily Tribune today reported that the G. O. P. had a sweep in the state legislature, with the people leading in the city.

Tyson Foods to Work With Fuel Maker to Produce Synthetic Diesel From Fat

MONDAY, JUNE 25, 2007

NEW YORK — MEAT PRODUCER TYSON FOODS INC. (TSN) AND SYNTHETIC FUEL MAKER SYNTROLEUM CORP. (SYNM) SAID THEY PLAN TO SET UP A \$150 MILLION PLANT TO PRODUCE FUEL FROM ANIMAL FAT, AIMED AT THE RENEWABLE DIESEL AND JET FUEL MARKETS.

Source: FoxNews.com

Where To Start The Process?

(cont.)

- K.I.S.S. - Keep It Simple Suppliers
- K.I.S.S. - Keep It Simple Di(S)tributors
- Control the Direction of the Discussion

ON MY HONOR
I WILL DO MY BEST
TO DO MY DUTY TO GOD
AND MY COUNTRY
AND TO OBEY
THE SCOUT LAW
TO BE HELPFUL TO PEOPLE
IN NEED
TO KEEP MY SCOUTS
PHYSICALLY FIT AND SOUNDING
MENTALLY ALERT AND WAKE
AND MOBILE AT ALL TIMES



Norman
Rockwell

Where To Start The Process?

(cont.)

- K.I.S.S. - Keep It Simple Suppliers
- K.I.S.S. - Keep It Simple Di(S)tributors
- Control the Direction of the Discussion
- Be Prepared

Where To Start The Process? (cont.)

- Don't Just Make The Time – Take the Time
- Ask the Important “2”
 - How is Your Overall Business Performing?
 - What is Working Particularly Well?

“The only man I know who behaves sensibly is my tailor; he takes my measurements anew each time he sees me. The rest go on with their old measurements and expect me to fit them.” - George Bernard Shaw

Metrics: Measuring and Measuring Well

- Know the Objective of the Review
- Share Data Prior to the Meeting

Metrics: Measuring and Measuring Well (cont.)

- What should be Reviewed and Measured?
 - Sales Performance
 - Profitability
 - New Products
 - Technology Updates
 - AR/AP Opportunities
 - Logistic Opportunities
 - Turns
 - Fill Rates

Metrics: Measuring and Measuring Well (cont.)

- What Should be Reviewed and Measured?
 - Lead Time
 - Broker Support
 - Supplier Sales Rep Support
 - Distributor Sales Rep Support
 - Pricing
 - Dead Inventory
 - Etc, Etc, Etc....

Is “68” Good or Bad? :

Successful Internal/External Benchmarking

- Establish & Update Benchmark Data
- Know Who/What to Exclude
- Public/Private Buying Groups
- It Doesn't Hurt To Ask

“12 Angry Men” : Having the Right People in the Room

- The First Rule is the Most Important

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Norman
Rockwell

“12 Angry Men” : Having the Right People in the Room

- The First Rule is the Most Important
 - Make Sure Everyone Involved is Prepared and on the Same Page
- Know Your Audience and Objective
- Purchasing
 - When the Salesman is More Important Than the Buyer

“12 Angry Men” : Having the Right People in the Room (cont.)

– Sales

- When the Driver is More Important Than the Salesman

– When to Never Have “The Three Letter Leader” in the Meeting (CEO/COO/CFO,ETC)

Too Much of a Good Thing?

- How Often Should Reviews be Conducted?
 - How Important is the Business?
 - Will You Have Something New to Discuss?
- Choose Your Weapon...And Use It Wisely
 - Franklin Planner
 - Outlook
 - Blackberry
 - Cell Phone
 - iPod

Recap

- Leave the space travel to NASA
- Be a “Boy Scout” in your business
- Spend your time wisely – you’ll never get it back
- Stay focused
- Agree on common goals

Recap (cont.)

- Develop a road map
- Celebrate the successes
- Correct the “opportunities”
- Follow up, follow up, follow up

A black and white photograph of a man with glasses and a mustache, wearing a jacket, holding a sign that says "Thank You!" in large red letters. The man is smiling and has his arms raised. The sign is tilted and has a white background with a black border. The background is dark and out of focus.

Thank You!