

WHOLESALE & BUYING GROUPS

From NISSCO

Helping Independent Distributors Collapse The Big Box

What Do The 'Big Box' Competitors Have That Independent Distributors Don't?

That is the question Mark Bozich, president of NISSCO asks. "Our distributor members have years of Jan/San experience, a trained and educated staff, roots in the community, competitive pricing, and a name reputation built with integrity and hard work. 'Big boxes' don't have all these business assets."

What the 'big box' does have is a coordinated and consistent marketing program that is good at being found. "The fortunate 500 Big Box retailers have taken their consumer expertise and applied it the industrial sector," Bozich continues. "And we must adopt their strategies in retaining our present account base and finding our next customer."

"Remember the consumer in every business has changed and the Big Box competitors are well versed in their decision making pattern. Once, the aggressive cold call sales person was the rainmaker of the organization, finding the decision maker at new accounts and cultivating a relationship. Now that decision maker is a 'proactive' buyer," he adds.

"The next customer of our distributor is not waiting for a sales person to call them; they are defining a need and using their smart phone, iPADS, tablets, and laptops to find solutions and products," Bozich concludes. The days of finding the next customer have been replaced with the need to place your business where your next customer is looking.

In addition to the 85 traditional purchasing program relationships that have been the core of NISSCO success the past 27 years, NISSCO has taken the lead on developing end-user marketing strategies for its suppliers and distributors. It has recently launched a partnership with a newly formed resource for Jan/San sales and marketing services — AXIS Group Marketing Organization (GMO).

"AXIS GMO brings the marketing expertise, tools and implementation strategies used by Fortune 500 companies directly, and affordably, to our members," announces Bozich. "This is truly a game-changing program for our distributors. Through AXIS GMO, we just leveled the marketing playing field for our distributors with the largest 'big boxes' in their markets."

Fortune 500 Marketing Within Reach

The "big boxes" have marketing departments that work full-time to create consistent messaging through print ads, direct mail, online advertising and e-marketing. They have the resources to customize traffic-building videos, make facebook posts, create E-newsletters, and mail monthly product postcards.

"Independent distributors are not set-up to easily handle this array of marketing activities," states Ginny Petru, director of marketing for NISSCO and an AXIS partner. "Nor do they find it manageable to keep up a consistency in staying in front of their customers, such as sending regular E-newsletters, facebook posts, or invoice stuffers. AXIS GMO becomes the reasonable, affordable, and trusted marketing partner to implement these activities."

The marketing services available through AXIS GMO include the full range of media including electronic, digital, and traditional platforms. "AXIS GMO excels at placing companies where their next customer is looking, creating an image that reflects the company's professionalism, and giving customers reasons to purchase from them."

Whether it is making sure you are at the top of the list for Google, generating content marketing ideas, assuring your monthly e-newsletter is done, creating YouTube videos, posting on your Facebook account, writing case studies, or creating sell sheets, AXIS delivers with surprising affordability to NISSCO members.

Business Development Seminars

The NISSCO Buying Conference is well-known in the industry for its business-building atmosphere and structure. "Buying Conference week is the time to work ON your business," notes Bozich. "We maintain our highly successful series of one-on-one executive meetings and enhance the experience by adding free seminars with content specifically geared to the independent Jan/San distributor."

"Between our conference, business seminars and annual goal maker trip, we provide the vehicle for executives to meet in both business and casual settings to develop the professional and personal relationships that are the foundation of long-term relationships," he adds.

This year's seminar "Marketing in a Click, Click World" is comprised of two power-packed sessions. The first session addresses "Positioning Your Business for Online Success." Attendees will learn the fundamentals of online marketing from search engine optimization to social media marketing and everything in-between.

The second session will address "Enriching Your Business with Content Marketing." When a company engages in good content marketing, 61 percent of customers are more likely to purchase. Participants will learn how to implement this marketing strategy with online and traditional marketing platforms.

Each attending distributor will receive a complete analysis of their total marketing program and meet one-on-one with the AXIS marketing

team to review that existing program and create strategies to enhance their local market presence.

"It is all about helping distributors in their local market," notes Bozich. "NISSCO is the leader in providing traditional buy-side programs from the top industry suppliers, now it is time to provide the marketing tools to get their businesses found." Conference attendees will learn advanced strategies used by the country's top corporations and techniques they can begin implementing right away.

Ongoing Access To Resources

NISSCO distributors have access to valuable resources throughout the year. There are monthly NISSCO E-newsletters that provide updates from NISSCO suppliers, marketing resources and promotional ideas. The NISSCO website offers a "content rich" page with "cut-and-paste" items, such as product videos and white papers that distributors can add to their websites or use in e-mails to their customers.

NISSCO distributors have direct access to the resources at AXIS GMO for small projects or major promotional undertakings, all at a deep discount.

The NISSCO Buyers' Guide is published semi-annually and puts NISSCO resources and supplier information at a distributor's fingertips. Beginning in 2012, the Buyers Guide goes online in addition to the print version.

"The supplier to distributor to end-user sales model is the foundation of NISSCO and we view it as our core mission to foster that sales channel. The support that AXIS GMO brings to our business model makes us unique and the perfect place for the independent distributor," states Bozich. "We are here to support our members, and provide them with the tools and strategies to not only compete with the 'big boxes,' but actually take steps to collapse them in their local markets."

For more information about NISSCO, visit www.nissco.com, email info@nissco.com, or call 800-229-9541.

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