

# Wholesalers & Buying Groups

## The NISSCO Game Plan For Improving Distributor Profitability

**A growing number of independent distributors have discovered how membership in NISSCO has added elements to their business plans, improved their company profitability and it is not just about price!**

### ELEVATING YOUR STATUS WITH SUPPLIERS

Frequently, mid-market independent distributors are not recognized by senior management at manufacturers, as relationships are created and maintained solely at the local level.

NISSCO membership elevates a distributor's status as the independent distributor is now connected with one of the largest Group Purchasing Organizations (GPOs) in the business.

NISSCO then provides the opportunity to personally connect the supplier and the distributor at the executive level, thus elevating the entire relationship to a new level. This happens at the NISSCO Buying Conference, which is three days of one-on-one meetings between key executives of Distributor Members and national decision makers from our Preferred Suppliers.

"The ability to form relationships is the reason you go to conference," says Bruce Heller, NISSCO Distributor of the Year and president of Cavalier, Inc.

### START AT THE TOP, STAY AT THE TOP

NISSCO relationships start at the top and stay at the top. There will always be value in relationships with field personnel for program implementation; however, nothing can replace an executive-to-executive connection. Once established, this connection will pay dividends and becomes an important company asset.

Heller continues, "You can't put a price tag on connecting with people, and the importance it can ultimately have on your business."

### JOIN THE 80 PERCENT

One would be hard pressed to find a distributor of significant volume that is not part of a buying group. Our studies show that over 80 percent of the volume moved in our industry is through distributors with a buying group affiliation.

These nationally recognized businesses have a discernible market advantage, and many of the programs they profit from were created at the group executive level.

### CIMS EDUCATION/ISSA PARTNERSHIP

Knowledge and verification are the keys to future success. There is no better source of information pertaining to our industry than the ISSA. At our upcoming Buying Conference in Jacksonville, FL, NISSCO members have the opportunity to combine their attendance with certification as an ISSA Certification Expert in its Cleaning Industry Management Standard (CIMS I.C.E. certification) and do so at a significant discount.

"Attaining CIMS I.C.E. certification is no longer something to remain on the 'to do' list," notes Mark Bozich, president of NISSCO. "CIMS I.C.E. should be viewed as a mandatory requirement for all distributor and supplier field sales personnel, which is why we have worked with ISSA to bring this workshop to our Buying Conference this year."

Why does NISSCO believe that CIMS I.C.E. is important? As Bozich points out, "A

growing percentage of cleaning contractors, building facility service workers and facility managers are becoming CIMS certified. Once a distributor's customer attains a higher level of expertise than the distributor, that distributor's educational value is reduced and the conversation becomes even more price focused."

Conversely, by coupling CIMS I.C.E. certification, NISSCO's Preferred Suppliers' training programs, and being part of a nationally recognized group, the NISSCO distributor has a demonstrable advantage over the competition.

### NEW AGE MARKETING SUPPORT

We live in the age of the "proactive customer" who identifies problems then actively seeks out solutions online. It is the business that is FOUND online that gets the next customer.

One Preferred Supplier to NISSCO is AXIS GMO ([www.axisgmo.com](http://www.axisgmo.com)), a company whose sole mission is to get distributors found online. Through this NISSCO alliance, independent distributors can have the same cutting edge online presence as the major national retailers.

Additionally, every single NISSCO member receives a complementary annual third party review of all of their marketing materials and web tools with an action plan that can be implemented in-house

or outsourced. This marketing analysis is free to all NISSCO members.

### PRICING IS IMPORTANT ...

Pricing is important and NISSCO delivers! The volumes of all our distributor members are combined when negotiating with Supplier Partners, and that critical mass creates an advantageous purchasing environment for the local distributor. The volume of all enhances the power of each. Every NISSCO distributor member has a decided advantage over their non-member competitors.

### PRICING IS IMPORTANT, BUT NOT PARAMOUNT IN BUSINESS RELATIONSHIPS

By forging executive relationships, NISSCO distributors can address all aspects of their programs, special buy opportunities, and local market deviations that give them an advantage over non-members.

"Price is always going to be a deciding factor in procurement, but only one factor," notes Bozich. "Once the relationship is in place, executives can work together to get the pricing model right. It is a give-and-take negotiation between executives that creates the best long-term profitability plans for both sides of the equation."

"We are here to support our members, and provide them with the tools, strategies and pricing that make them the strongest player in their local market," adds Bozich. "NISSCO has the strongest brand offering in this industry, and we never diminish nationally recognized products by imposing a private brand."

"NISSCO distributors go to market with the absolute best of class in product selection, name recognition, business tools and marketing strategies and do so with a price advantage."

**For more information about NISSCO, visit [www.nissco.com](http://www.nissco.com).**

