

Global Distributors Collective

Turning crisis into opportunity for last mile distributors

7th August 2020

www.globaldistributorscollective.org

Practical
ACTION

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hybrid strategies consulting



Why are we here today?

GDC survey (May/June)

71% of GDC members reported experiencing reduced sales

14% told us they had ceased operating altogether

EnDev survey (July/Aug)

43% of distributors reported being in hibernation mode

74% unable to survive for more than two months without funding

Why are we here today?

- Shifting from **how** the pandemic is currently affecting GDC members to **learning lessons** for the future
- There will always be challenges to the LMD sector: how can we find and capitalise on **opportunity in the midst of uncertainty?**
- Today we'll hear from key players on what they've learned, how they've adapted and how they will ensure **lessons from COVID inform and strengthen** their activities moving forwards

What can you expect from today?

- Each and every member on today's call will be able to **take away** and **implement** at least one lesson.

Top tips from experts on:

- Capitalising on customer referrals
- Strengthening team communications
- Diversifying your sales channels
- Integrating digital

Our panellists



Gaurav Mehta
Dharma Life



Matheus Garutti
Danone Kiteiras



Lieselotte Heederik
**Nazava Water
Filters**



Scott Roy
**Whitten & Roy
Partnership**



KETEIRAS ONE PAGER...



DANONE



DISTRIBUTORS

NGO PARTNER



GODMOTHERS

KITEIRAS



COMMUNITY



11m

BRL INJECTED BY 4450
BENEFICIARIES IN 2019



GOALS

- Inclusive distribution
- Entrepreneurship
- Women's empowerment
- Health and nutrition



COVID LESSONS LEARNED so far...



*** COMMUNICATION AND ITS IMPORTANT IMPLICIT MESSAGES ***

- **COVID-19 & THE AVALANCHE OF NEWS:** What and whom to trust?
 - **THEIR NEEDS ARE OURS AS WELL:** Kiteiras community. Together as one.
 - **STAY CONNECTED, STAY CLOSE:** Online activity & engagement.



COVID LESSONS LEARNED so far...

*** COMMUNICATION AND ITS IMPORTANT IMPLICIT MESSAGES ***

- **+300** people joining in Kiteira's group on Facebook (From 1.700 to 2.000)



- Back on track on sales performance (growth vs 2019)

		MÊS ▼					
ANO ▼	Valores	Jan	Fev	Mar	Abr	Mai	Jun
vs 2019		↑ 21%	↓ -5%	↓ -17%	↑ 9%	↑ 13%	↑ 31%



THANK YOU !!

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Long-Lasting change to our Business model because of COVID-19

Nazava Water Filters

Lieselotte Heederik

lisa@nazava.com



1. Diversification of sales channels

Suddenly we were happy that we did not 100% focus on one sales channel.

1. Face to face marketing went down which meant we could not do group sales anymore.
2. We could still tap into supporting our informal reseller channel.
3. We relocated resources to online sales channel.



2. Long distance sales training became suddenly possible

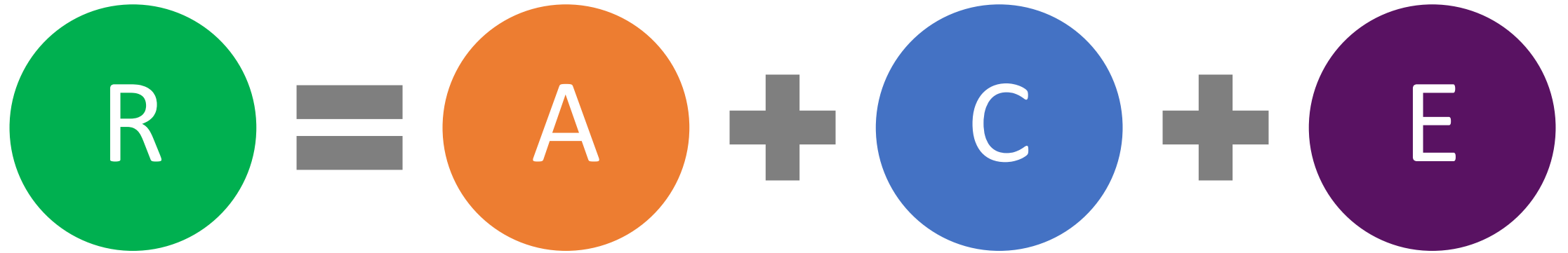
1. Before COVID our staff and resellers were reluctant to do online meetings.
2. COVID broke down the mental blocks and now we can train resellers all of the giant Indonesian archipelago
3. We hope we can continue in the future so we can save time and money on travelling.
4. We use whatever platform our client likes e.g. google meets, skype, zoom.



3. Referral sales through phone mixed success

- Do you think your live is easier with a nazava water filter? **100 % yes**
- Do you think a nazava helps to protect the health of your family? **100 % Yes**
- Do you think friend and family would be helped if they would own a Nazava water filter as well **63 % yes (20 % maybe)**
- I have good news, because I can offer a 10% discount if you order more products for relatives, friends or others. And if you buy 4 products, we give 1 free product. What option do you like more 10% discount or buy 4 get 1 free? **Only 12 % names one of the options.**





Results = Attitude + Competence + Execution

COVID-19 stress on sales teams:

ATTITUDE

- Anxiety
- Fear of surviving
- Distraction
- Impossibility
- Overwhelm

COMPETENCE

- No prospects
- Selling remotely
- “Convincing”
- Cost objections
- Remote managing

EXECUTION

- Loss of focus
- Disruption of routine
- Lack of tools needed
- Lack of connectivity
- Idleness



But what if...

New customer conversion rate:

5-20%

Repeat customers conversion rate:

60 - 70%

Marketing Metrics (Paul Farris)

Referred customers conversion rate:

50 - 70 %

HubSpot

The gap in generating Repeat business:

60 - 80%

satisfied customers do not do more business with the company that initially satisfied them mostly because lack of connection with company or agent.

Bain & Co.

The gap in generating Referrals:

91%

satisfied customers say they'd give referrals.
Only **11%** of salespeople ask for them.

Brevet Group

Before and after COVID-19

Treat a sale as a transaction

Inconsistent comm with customer

Incentivize customers to give referrals

Allow salespeople to "roam"

Undervalue referrals and repeat business

Treat a sale as a new relationship

Comms strategy

Train agents to expect referrals

Penetrate the territories where you sell

Educate re: referrals and repeat biz



Whitten & Roy
Partnership
exceptional sales results



Thank you

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