

## Preparing for “Different” Distribution Options

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## Why look at “different”

- The Global Economy is here!!
- Diversify sales base
- Increase sales
- Increase margin
- Explore new and emerging markets
- Competitive pressures
- New Player (opportunity) on the horizon
- Boredom

## What constitutes different

- A venue your company does not currently use
- Non-traditional outlets
  - Stadiums
  - Milk in movie theatres?
- Non-traditional channels
  - Produce in the deli department
- Non-traditional methods
  - Cucumbers on a stick (pineapple too!!)

## How to proceed – 10 easy steps

- 1) Look within
- 2) Look outside
- 3) Watch and observe
- 4) Contrast and compare
- 5) Explore
- 6) Strategize
- 7) Do your homework
- 8) Put the plan in motion
- 9) Evaluate and adjust
- 10) Start over again

## Look Within

- Strengths
- Weaknesses
- Interests
- Expertise
- Abilities
- Capacity
- Stresses
- Pressures

## Look outside

- Opportunities
  - Missed
  - Niche
  - Growing
  - Shrinking
  - Not yet found
- New opportunities
- Resources to tap
- Traps to avoid

## Watch and observe

- Where is the industry headed
- Where is the world headed
- Where is your world headed
- Learn the sector's cycle(s)
- Learn the rules of the game
- Learn the teams in the game
- Learn the players in the game

## Contrast and compare

- How do you rank against the competition
- What does the competition do well/poorly
- What does the target venue need/want/expect
- How does it parallel your current business model
- How does it contrast your current business model (find the "challenges" to be conquered)

## Explore

- The players strengths and weaknesses
- The necessary mechanics
  - Order system requirements
  - Product packaging requirements
  - Delivery requirements
- Location of the sector on the growth curve
- Potential volume
- Potential price point

## Strategize

- Prepare (yourself and your company) to play the game
- Scale up capacity within your business
- Staffing
  - – responsibility, knowledgeable, understanding
- Ramp up and implementation
- Checkpoints along the way
- Bailout
- Cash out
- Plan B
- Balance your business


## Do your homework

- Key players
  - Company
  - Personnel
  - Geographic region
  - Products
  - technology
- Key threats
  - Corporate
  - Country
  - Customer
  - Individual
  - Climatic
- Where do you think the market sector is headed

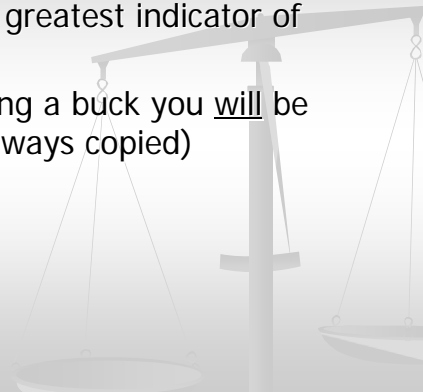
## Put the plan in motion

- Act on the “formal” plan of attack
- Measure performance against benchmarks
  - measurable, tangible, real
- Communicate the plan and expected results
- Plan to work hard

## Evaluate and adjust

- Actual against planned
  - Explore deviations
  - Celebrate success
  - Celebrate Failures
  - Incorporate lessons learned and keep moving forward
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## Start over again

- Imitation is the greatest indicator of success
  - If you are making a buck you will be followed (not always copied)
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## How/Where to find “new” opportunities

- Conferences
  - Trade publications
  - Trade shows
  - Deductive reasoning
  - Internal imagination
  - History
  - Industry associates
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## Tips to succeed:

- Creativity
  - Diligence
  - Perseverance
  - Open mind
  - Hard work
  - Appropriate and proper planning
  - Realistic expectations
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**Enjoy the Conference:**  
**Happy Prospecting for Opportunities**