

## Session Q&A

### **Accelerate your Growth with Better Partner Selection.** How to Vet and Select the Right Partners the First Time.

**Q: I would like Adela and Jacques to share their opinion/experience on having to choose between a small distributor who has a limited reach but works on establishing your product versus a larger distributor who has better reach but doesn't feel as passionately about your product**

**A:** This is very product specific, and highlights the range between selling and logistics. If your product requires attention and selling from your distributor, you're more likely to find this in a smaller or regional distributor who will give you exclusive attention.

A larger full line / national distributor is more suited to a commodity product that only requires bidding, and logistics support. When using a full line distributor, distribution margins should be lower, and you may want to supplement their efforts with your own manufacturers representative, sales agent or employed rep, thereby creating a hybrid situation. The myCaribou platform has been designed to help you locate the most suitable distributor partners, where you can search a country by regional, national, full line or specialty.

**Q: In many cases the distributor relationship is more important than the product benefits.**

**A:** Distributor relationships rarely meet the expectations of a manufacturer with over 60% failing and suffering a slow death. myCaribou has validated this, with the platform containing collaboration tools designed to provide a higher level of engagement and commitment between the partners.

**Q: What is the opinion of the hybrid model? Both direct and distribution?**

**A:** When using a full line distributor, distribution margins should be lower, and you may want to supplement their efforts with your own manufacturers representative, sales agent or employed rep, thereby creating a hybrid situation.

**Q: With very specific products, is it better to go with large distributors with thousands of products or smaller specialized ones?**

**A:** If your "specific" product requires attention and selling from your distributor, you're more likely to find this in a smaller or regional distributor who will give you exclusive attention. A larger full line / national distributor is more suited to a commodity product that only requires bidding, bundling and logistics support. When using a full line distributor, distribution margins should be lower, and you may want to supplement their efforts with your own manufacturers representative, sales agent or employed rep, thereby creating a hybrid situation. The myCaribou platform has been designed to help you locate the most suitable distributor partners, where you can search a country by regional, national, full line or specialty.



**Q:** Are you doing a similar Zoom on M&A?

**A:** Yes, in early 2022.

**Q:** I'd like to know as a medical device manufacturer, what is the most successful way in getting a response back from distributors to kickstart a conversation about potential collaboration?

**A:** The myCaribou platform has been designed to help you locate the most suitable distributor partners, where you can search a country by regional, national, full line or specialty. Once you have shortlisted your options, you can reach out to them through the myCaribou platform.

**Q:** Sandi mentioned a scoring system when looking at new products from a manufacturer. What is the most important criterion in the system when looking at a new product?

**A:** Meeting a real customer need or pain point is the most important criteria although they all have importance.