

CMC Distribution Meeting 11/14/08

Attended by Jeff Hall, Paul Naushutz, Al White, David Bonney, Larry Feige, and Barry Webster

How does Jacksonville rate as a location and the Wyndham Hotel?

Warm Jacksonville is a great location. It was easy to get to. The people at the Wyndham have been great, especially the bartenders. At the Larsen event the bartender went out of his way for the guests.

The restaurant has been less than acceptable with slow service; the food at the buffet was cold. Actually some of the waiters were arguing. The food was not that bad but it did not seem they have enough to handle the crowd when they came in.

The internet service was lousy, you could gain access ok but there was never any throughput. Even if you went to the business office and paid for the internet on their network it still took forever.

The new schedule for the conference with the radio manufacturers' 4 hour training first thing Wednesday and the opening session mid day then the rest of the training for 2.5 days was good for everyone. There was plenty of time to make multiple training sessions and still have some networking time.

How do we improve the role of distribution?

Many reps ask us what we do and how distribution works. A suggestion was made to put together a distribution session to help our reps understand how to understand the inner working of distribution and how to engage us. Here are some topics to present:

- Switching customers, distribution does not actively push customers in a general direction. Based on our multi-line offering we identify the brand preference as the low hanging fruit.
- What is the value of distribution, we each have different strengths and weaknesses but there is a fundamental approach in supply chain solutions?
- Why is important for field sales to communicate with distribution?
- Identify points of contact within each organization.
- Identify regional presence.
- Barrier to entry, reps need to think of distribution as viable resource to help penetrate customers.

Does exclusive nature of reps territory diminish their efforts truly develop all of their possibilities, can distribution help them be more successful?

Develop tools that reps can use to work with distribution. Give them ideas on how to approach us.

Need to develop tools that incentivize reps to work with distribution. (Reps to get paid same for distribution sales vs direct sales)

All distributors stock product based on historical sales which always puts us behind the eight ball with older stock and never the right mix of new products coming in. How do we get future insight for forecasting our inventory?