

OPEN-ENDED QUESTIONS

How do you launch new products?

Smaller distributors (71 responses)

New product is discussed in sales meeting with all outside sales reps. Samples are ordered in, if available. Literature is ordered in and handed out to sales reps. Inventory must be on the shelf before new product can be launched. Hopefully, a promotion can be worked out with manufacture for new product to kick off sales.

The first thing I do is make sure the sales rep comes into train our sales staff on the new product. Once this is complete, I will position the product in our what's new counter merchandising area. I usually offer introductory pricing. Occasionally we will put the product on the website home page.

Supplier works with Marketing Specialist to customize a brochure about the product that includes our company info, gets launched at the monthly sales meeting / further training at lunch n learns if necessary, and oftentimes SPIFF's for outside salespeople on selling what's being launched.

Publish info to all internal cust. merchandise at ctrs.have counter days and lunch and learns, send flyers out with statements and invoices, send e-blast out, use monthly customer newsletters and place posters at sales areas. In many cases offer spiffs to sales people.

Generally we will have a product training meeting with the sales rep. Afterward, the outside salesmen (3) are given support material and asked to pick target accounts. These are then tracked at weekly meetings for progress or feedback.

We communicate it through our Executive Team. Collect all materials from our Manufacturer; on-hold scripts, PDF. Marketing sends out an email and manufacturer sets up meetings to address at next sales meeting/lunch trainings.

Poorly. We give literature and/or samples to our Outside Salespeople and ask them to show customers. We sometimes put a display at the counter and an on-off message on the phone also.

When applicable; new merchandisers, highlight product on a monthly salesbuilder brochure that is sent to our customers, attach a sales incentive (spiff) for a limited time.

Blitz! Direct mail, outside sales calls, internal training, end user training, email blasts, maybe a customer incentive, maybe a sales incentive.

Media, flyers, events, literature, product displays, special pricing, incentives, direct sales support communications to customers.

1. Set up sales training 2. Input from sales team 3. Create Flyer 4. Email Blast 5. Create Website landing page.

Order product in; display product and have a sales promotion with outside, inside and counter employees.

Many different ways, just depends on the product. E-newsletter, promos, Account Managers, Demos, etc...

tell our customers about them and give them literature. We would have samples or a demo piece.

Start with a flyer, then a counter day. Then joint sales calls with the local rep.

We launch new product features only via press release, direct mail and email

Through lunch and learns and sales meeting. Joint travel with sales reps

Product Specialists & Outside Sales staff monthly new product meetings.

Email newsletter, customer samples, trade show, counter days

Through sales organization and in our newsletter

Marketing campaign; sales tools; sales calls

Road shows and in house lunch and learns

Generally with tie in with manufacturer

Meeting with employees and sales force

Website, literature, sales meetings

Coordinated plan with supplier

Direct mail to customer base

With vendor assistance only

Together with manufacturer

Outside sales and website

Sales calls to customers

OPEN-ENDED QUESTIONS

How do you launch new products? (smaller distributors, cont.)

By promotions at counter

We are weak in that area

With the manufacturer

Joint effort with manufacturer

Probably once a month

Salesmen and web

Word of mouth

With vendor

Samples

VARIES

Larger distributors (79 responses)

Product decisions can be made either by branch management or corporate. Joint planning involves sales & marketing working with manufacturer partner. Launch is communicated to sales team prior to customer notifications. Product placed in inventory; displayed in counter sales areas; promoted in customer newsletters and our website; new product sometimes shown by outside sales associates. Joint sales calls with mfg partner to targeted accounts. Launch success is measured in unit sales and gross-margin percentage. Inventory levels are reviewed and adjusted by branch, based on customer interest level and subjective evaluation by local sales/management team.

We have product specialists for each of our product areas that gather information on new products that are then shared with corporate departments, customers, and sales associates for feedback. In the past, we have held actual product launch training sessions where all employees would be given information on new products, samples where applicable, literature, internal promotional flyers, etc. These were held 2 to 3 times a year but were put on hold when economic conditions got worse.

As a distributor, there are lots of new products available. We only do full launches when there is significant value/differentiation or when it is a new product for us. It is becoming difficult to support because many manufacturers are expanding their product lines into product categories that we have committed to another manufacturer. It isn't a true new product...it is just a new product for that manufacturer. This industry needs more truly new products and less line expansion.

We have an internal team that includes branch managers, pur-

chasing and marketing. We discuss sales potential of new products, conduct test market in a few branches, and depending on results we may or may not roll out to all branches. Depending on the complexity of the product, the rollout will consist of cut sheets with product codes/pricing to all sales personnel, promotions/front of store product placement, and/or training from rep.

We have a *new product announcement* system when new products arrive in the warehouse. Entails counter signage, POP placement (signage as necessary), on-hold, calendar, web, TV/digital and email mentions. We also try to add it to our blogs, FB and twitter. Sometimes we will incorporate promotions or counter days as well as training. Manufacturer reps will introduce to our sales team as needed.

1 - Review of launch product with Product Line Manager 2 - Review inventory status and delivery with purchasing 3 - Train outside and inside sales on product 4 - Create collateral for launch 5 - Incorporate platforms for delivery, ie. web, flyers, manufacturer incentives, social media, press releases, advertising, etc. 6 - Schedule launch date and coordinate release information as planned.

Attempt to provide literature and samples to sales team. Coordinate merchandising/displays at city counters and add specific on-hold messages to phone system for the first 30 days after launch. All literature is available in electronic form so all salespeople/branches have access. Frequently conduct product training either in person or via WebEx by factory/rep personnel.

We launch new products in a variety of ways—first, we inform our employees about the new product. Then we use a combination of email marketing, web marketing, print advertising and sales literature to raise visibility for the product. We also ensure any featured products are available through our e-catalog.

It varies greatly, but if it is a manufacturer we have agreed to focus on, and a product we feel worthy, the most frequent model is to advertise via direct mail, on-hold, and merchandising displays. We will also frequently offer either an internal or external spiff and in some cases both.

Internal announcement in our newsletter, internal training, literature distribution, key selling points, where stocked, website, merchandised at city desks, product samples, demos, negotiate a 12 month no move return policy, sales meetings, counter days, trade shows,

Email blasts to customers & an internal newsletter to associates. Flyers at the counter, postcards or quarterly flyers sometimes (direct mail), on our website, promotion sometimes. Training of associates if needed. Customer training if needed.

OPEN-ENDED QUESTIONS

How do you launch new products? (larger distributors, cont.)

New product announcement program — work with purchasing to announce new products, email blasts to employees and customers, post on website, webinars for training, direct mail, use cdc for delivery packages.

We have a new product zone in each of our branches that we highlight new product every two months, it is also advertised online and direct literature. We also have a newsletter that goes to all sales.

We launch new products through a few different avenues: through sales promotions for end users and employees, product training for customers, product training over lunch & learns or webinar.

Promotion, usually with an incentive to the end user and/or sales rep. Merchandising at counter. Notice on our internal blog. Publicize on our website-New Product Section

Determine the need. Get information to the sales team. Lay out the tasks/plan with the vendor. Get stock in place. Mobilize the effort. Follow up and measure the results.

Manufacturers launch to the sales people in a sales meeting. Marketing will then launch some products to customers via the web, e-mailers and occasionally direct mail.

With a collective effort between the manufacturer, internal work groups, and sales promotion to our customer base. Sent via web, email, phone and print mediums.

Work with local factory reps or agencies to put in stock in the right branches and to develop a plan for promotion (flyers, display, etc)

Vendor or rep provides a dog-and-pony show to inside and (hopefully) outside sales group. We buy product and hope the sales group sells it.

Educate sales associates; identify targeted audience; provide selling tools; create marketing material (external/internal) promos.

We typically rely upon manufacturers to support new products. Usually involve some incentives for our sales people and some training.

With manufacturer support of merchandising, samples, materials, through our newsletter, phone-hold and other communication channels.

Team effort amongst our supplier partners, marketing team,

customer service managers, and supplier relations team.

We have an internal group that handles product launches—everything from inventory to the internal/external rollout.

Direct mail, e-mail blast, website feature, signs at counters, pass outs for salespeople, on-hold messages.

Email to the sales department with links to website pages, collateral and any introductory promotions.

Flyers that are emailed and handed out. Personal visits to customers that the product applies to.

Through a variety of print, in store television, hand carried literature, web site, emails.

We have established a detailed launch process using data mining that is very effective.

Coordinated effort with manufacturer to train and roll out across all branch locations.

Spiffs for salespeople for a certain period of time in cooperation with manufacturers.

We do not normally launch new products, but we would use managers and sales people.

Marketing campaign to include print, web, and media announcement.

Direct marketing to customer, counter promotions, joint calls.

Fax/email network/Merchandising/branch events and trade shows.

Not a focus for us as a distributor; rely upon manufacturers.

Flyers, sales incentives to internal people, print media.

Through our Product Managers and Business Development Managers.

In close coordination with a select group of vendor partners.

Inform sales staff; send out e-mails to customers.

In an event for customers, usually in a hotel.

Counter Promotions and Outside Sales/Joint Calls.

Internal promotion with product rep support.

OPEN-ENDED QUESTIONS

How do you launch new products? (larger distributors, cont.)

Send internal e-mails to sales associates.

A Product launch team is formed.

E-mail and in our publications.

To our best customers first.

Co-op with vendor.

Internal training.

show and sell.

Literature.

Smaller manufacturers (62 responses)

We develop the literature and pricing for the products, send email announcement to our contact list (including reps, distributors, contractors and specifiers), email announcement to reps and distributors that pricing and catalog/literature is available within one week after initial email, and provide samples and additional literature to reps for calls.

Varies depending upon new innovative product (ads, literature, samples, web, pr, distributor promo, video, training, integrated launch package and message, webinar, e-blast, etc); new product line extension but no innovation (same as previous less ads, video, limited training, not an integrated campaign).

We don't really do anything special sadly. We typically create a new sell sheet for our reps to hand out to distributors, create a product release and send out to all appropriate media, also post product release on home page of website and finally create a quick blurb and link in our monthly rep newsletter.

Complete launch package to field sales, reviewed and training of inside sales, customer service, engineering and operations. Direct mail to channel partners, samples to partners as required, e-commerce support (graphics, web, e-learning etc).

Press release, advertising, webinar Training presentations with agency reps & staff, Customer service internal training, sales case tools, literature rollouts, website product page rollouts, and showcasing product at events/tradeshows.

We are always playing catch-up - most of the time we have product in-house before the marketing department even knows about it. So for "official" product launches, we don't have a procedure.

We introduce new products at the Dallas Lighting Market twice a year in January and June. Support literature and electronic

images and information are sent to the sales force and the customers.

We email the publications that we advertise with, asking them to include them on their websites and in print, as well as listing them on our website and emailing information to our reps.

Communications to field sales via sales meetings.
Communications to the market via public relations and direct sales calls on customers. Displays at industry shows.

Work with internal and external team to develop strategy. Focus on a mix of traditional and digital vehicles and a nice sample kit as well.

Newsletter announcements, showcase at tradeshow where all industry professionals are gathered in one place at one time.

We use a combination of trade shows, webinars, public relations, sales & marketing literature, and online tools.

Comprehensive program with print advertising, direct mail, rep and distributor incentives and liberal sampling.

Sales training at the rep level; literature; joint calls on target market; distribution exposure.

Sales Brochures distributed by mail and email to factory agents and direct sales personnel.

Create market demand through innovation & awareness through our market channel partners.

Catalog releases, and flyers. We utilize our sales rep agencies spread the word.

We have very few new products. Our market is a very old, mature, stable market.

Email, literature, and personal visits to distributors and sometimes contractors.

I have not worked at my current company when a new product was launched.

Best way I feel is an ad in Electrical Contracting and word of mouth.

Press Release, maybe a new ad, e-blasts, update website, new lit piece

Emailed spotlights, highlighted at tradeshow, sell sheets, sales team

OPEN-ENDED QUESTIONS

How do you launch new products? (smaller manufacturers, cont.)

Publications, literature, trade magazines, rep & customer.

As best we can: Literature, word of mouth, rep training.

Flyers - distributed by reps and used in magazine ads.

Magazine, e-mail, sales representative and direct mail.

Print, on website, through sales reps with samples.

eNewsletter, product samples, sales literature.

Direct contact with salesmen and distributors.

We have not launched anything new in 20 years.

Electronic newsletter plus direct email.

Dedicated process, with many involved.

Printed and electronic literature

Non-existent to date.

Printed advertising

Website, mailings

Word of mouth

Larger manufacturers (40 responses)

Product Samples if applicable, brochures, cut sheets, photo-metrics are completed prior to introduction. Prelaunch with company sales force and then launch with the agents. Sales team works with agents to take products to the specifiers / distributors / contractors.

It varies. We have both soft launches where we simply begin to sell the product and leave it to the sales engineers to promote and we have hard launches that are well planned out with much media planned and customer introductory events.

We create a product launch package to distribute to all of our direct sales people, factory reps and distributors. The package includes all relevant product literature, press releases, training presentations and information.

Once the product development team have created the product we will: Create marketing literature, do a mailing, promote the new product on our website, send out samples to our sales reps and set up training.

Press Release, Collateral, Website presence, web banners on industry/trade websites, sometimes print ads, sometimes video, sometimes promotions with the launch, sales and distributor training

Website, literature, regional sales meetings with reps & sales personnel, including product training. Launches include sample cases, and if appropriate, supporting advertising.

Major product launches (A launches) have a launch team led by the downstream marketing manager responsible for the product's primary target market segment.

Internal and external webinar, press release, tradeshow, launch kits to field sales, online advertising.

Direct mailers, word of mouth, inside & outside sales personnel, show at industry trade shows.

Through an integrated media approach combining input from a number of different areas.

We have a product launch team that coordinates with marketing, BU, sales channel.

Launch kit provided to rep agencies, email blasts out to buying groups.

Through our company catalog, representative agents, and website.

Three scheduled launches per year with a formalized process.

Letters, collateral, advertising, trade show displays

Literature, Samples, Road Show events, etc.

Multiple initiatives joined by common goals.

Poorly. No real strategy. Usually in steps.

Combination direct mail and email launch.

Product managers launch their products

PR, catalogs, emails, training, etc

Webcasts

OPEN-ENDED QUESTIONS

How do you measure the return on investment (ROI) for your marketing?

Smaller Distributors (71 responses)

This is something our company struggles to evaluate. Most things are very hard to measure. When we place an ad in the newspaper, we always include an entry for a free product or gift certificate. We can then track what sales, if any these particular customers make. Our customer events/counter days are usually a small investment for the sales rep. They feel these are pretty successful for us, based on the turnout they experience from other competitors. ROI of these events, is hard to determine... it's possible that we would have had the same amount of sales whether the counter event was there or not.

Look at what product/product group we are promoting, and how our sales on that product/product group compare to some other defined time-period (i.e. previous quarter, same month in the previous year, etc.).

Not very well. Check sales performance against sales history. Try and set sales goals and review them during and after promo.

Inventory turns, gross profit, customer interest, sales of related items during the promotion, customer feedback.

We don't measure it in terms of dollars. We just look at orders and customers acceptance.

We really don't measure the ROI just because we don't put a lot of money into it.

We do not measure ROI, as a 95% commercial contractor house, its not practical.

Gross margin value of sales attributable to specific marketing activities.

We ask prospects how they found out about us and analyze digital ads.

Review sales numbers between product, branches and team members.

Monitor orders for the products being promoted.

We don't unfortunately, mostly a time issue.

Look at the sales vs. marketing cost.

We don't, other than for our trip.

We don't really. Guesstament!!

Increased sales and market share

This is a work in progress.

We don't do this well.

Sales/event success.

Not currently done.

Increase on sales.

We really don't.

Do not do this.

Do not measure.

Sales of item.

Sales growth.

Don't really.

Not sure yet.

Don't know.

We don't.

We don't.

We do not.

We don't.

We don't.

We don't

Do not.

We don't.

Do not.

Don't.

Don't

OPEN-ENDED QUESTIONS

Larger distributors (79 responses)

We primarily focus our market management teams on driving cost aggregation, driving vendor program improvements, streamlining supply chain, driving ecommerce initiatives to lower transactional costs. I understand the ROI is a big buzzword in marketing currently, however we have downplayed product promotions for trinkets and national canned promos for manufacturers and believe our biggest opportunities for ROI are not with flyers and traditional distributor marketing methodology but rather driving our brand, educating our people, promoting services and solutions and driving out cost and improving profitability within our vendor relationships. We have a formal market plan that provides sales with market analysis, information on projections and forecasts, emerging markets, tools for sales to effectively sell our company value proposition, services and differentiated value.

Marketing works closely with sales to develop a marketing plan that will support their efforts to increase sales and gross profit. While many marketing activities are difficult to measure their direct impact on the overall bottom line, we do evaluate promotional programs in terms of sales and gross profit percentage for the same timeframe year-over-year and pre/post promotion. Many factors contribute to increased sales/marketshare/GP% and a well-executed marketing plan will support this growth.

Track marketing efforts & \$ investments by product or promotion; set a reasonable time frame before being reviewed. Did the effort produce measurable/desired results? (sales, profit, new customers or existing customers expressing interest. Subjective assessment as to how good a job marketing does in assisting sales department in their efforts. Did we achieve overall company sales growth goals.

Depends on what promotion we are handling. Typically it is based on sales during the same time period the following year compared to a period of time this year. However we have also measured it based on leads or new customers that we have gained out of a promotion.

From numbers: number of tickets on that day, sales over a time period, people at a training or event, etc. And from input: continued conversation with our teams to judge responses, value and worth. Feedback from our customers and attendees - written or verbal.

To be honest, we don't have a formalized system for measuring return on investment. We run system reports to see how well sales for a particular product or line have been during a promotional time frame, but we need to do a better job at this.

Not very well! Always analyze results at the end of promotions and events- sometimes ROI is hard to measure because there are a lot of factors that don't necessarily happen right away (ie:

relationship building)

In various ways based on the company investment: it can be attendance, quality of attendance, number of leads or quality leads, sales generated, job/projects generated, feedback/surveys, etc.

Depends on what is being marketed; new products are measured against expectations, existing products against previous performance, ongoing activities by employee review and client satisfaction.

It is easier on individual campaigns as compared to our marketing as a whole. Campaigns can be measured by response rates, increase in sales, increase in customer inquires, etc.

We don't typically measure every event. Sales promotions, we look at growth during the promo period and compare it to the previous year and previous months.

We measure sales on the items we promoted over the time line and calculate costs in against sales margin dollars and associated sales of other products

Difficult except in our largest incentive promos. For that we use sales & gross margin changes vs. changes for customers that do not participate.

Very difficult to do. We measure month before, month after, and same month a year ago to track sales and profit results.

Not very well! With digital marketing, it is somewhat easier to track effectiveness than with print media.

We don't. We have not found a way to distinguish between marketing activities and sales activities.

We run week-long promotions every week of the year. We measure results vs. prior promotions and ...

Sales analysis, sales results, run reports through our system, track results of programs.

Depends on the program... some are easy to measure, while others are impossible.

Develop leads from e-newsletters, track orders based on product from leads.

Based on sales results for the products featured in our marketing programs.

When possible, use previous sales data to compare to current performance.

OPEN-ENDED QUESTIONS

How do you measure the return on investment (ROI) for your marketing? (larger distributors, cont.)

We review launches and look for sales results from the product promotions.

Overall company performance and also responses from direct promotions.

Depends on the activity, increase in sales vs. payouts for promotions

Very decentralized organization, so ROI is not easily measured.

Participation, sales growth, publicity hits in the media, etc.

Sales % increase or gross margin increase. Number items sold increase.

By the orders we receive within a short time frame.

Soft measurements with limited quantifiable ties.

Gross profit or on specific promotions- trend analysis.

Increased sales and inventory management.

Sales comparisons - not very effective.

Run sales reports and comparisons.

No formal measurement taken.

With sales increase analysis.

We do not formally measure.

We report, report, report.

We don't have a measure.

We don't. We need to!

We usually do not.

Frankly we don't.

Leads and sales

Sales analysis

Very difficult

Subjectively

We don't.

We don't.

We don't.

We don't.

Guess

Don't

Smaller manufacturers (62 responses)

That's the million dollar questions. Coming up with measurement techniques that can deliver tangible results is hard. It's different for every aspects of marketing: Tradeshow – attendees, leads, customer feedback— Advertisement - we advertise for brand awareness. Merchandise – tracking sales promotions - tracking sales

We keep track of the number of hits on our website after email notifications, the number of requests for pricing and literature, and the increase in sales over a 6 month and year period of time; and measure against the investment.

We track just on a normal spreadsheet (ex: how many dollars they purchased vs. how much of a gift card or dollar amount incentive...which we only do gift cards unless we do a percentage off product).

In general, effort is not worth it; however, we compare sales success to projected outcome versus investment in and effort. Dollars spent are a function of expectation.

Unfortunately, it's an inexact science. We have a few promotions that base awards/prizes on levels of sales. Other than that, we have a difficult time determining ROI.

Increase/decrease of quotations and sales based on total market for product and economy; measurement of access to market through limited distribution strategy

Online is easiest, we can see who's visited our site and from where they came in from. Online ads sometimes give us the leads. PR's by who's published it.

Leads received from publication advertising and tradeshow participation with sales follow up; & specific product sales figures / monthly tracking

Very tough to answer. Digital is nice, it much easier to measure. Currently exploring better ways to measure.

OPEN-ENDED QUESTIONS

How do you measure the return on investment (ROI) for your marketing? (smaller manufacturers, cont.)

Just getting started in that area, focus is on building brand, return is not too critical at this point.

Cannot - our system will now allow any data gathering so simply pencil and paper evaluation.

Loosely, we try to track project names back to leads but have not been very successful.

mostly through sales with input from our field representatives and distributors.

Best guess at tracking sales results against marketing activity expenses.

Hard to measure, as we do not have a qualified lead system in place.

Don't -lack of resources to follow up and document effectiveness.

To my knowledge ROI is not measured for our Marketing Department.

Ask customers to mention unique codes on all direct mail pieces.

Sales volume by product category and as a percent of sales.

Dollars spent on marketing vs. sales changes up or down.

Many different ways, not clearly defined.

Directly related to sales increase %.

I don't know how we evaluate it.

Investment versus sales return

Not involved in this area.

Sales vs. investment

End of year statics

Varies by activity.

Percentage of sales dollars

Response, sales

We really don't.

Sales increase.

we don't.

We don't.

Sales.

sdf g

N/A

TBD

Larger manufacturers (40 responses)

Individual programs and promotions are measured, but I am not aware of an aggregate ROI calculation being done. It's always a challenge determining just what portion of a time period's sales are actually incremental sales generated by a specific program or promotion.

This is not something that is done at the current time, although I have tried. Our company typically requires a very long time, over a year in many cases, to realize ROI on new products in particular, so it becomes very difficult to track.

We track leads to our ads (online and print) as well as to our website, we track attendance at counter days, tradeshow. We try to include call to actions to generate these leads with all of our campaigns.

We do not currently have an effective measure in place to measure the ROI for our marketing investments.

Budgets are generally a percent of prior year sales, then increased / decreased with YTD performance.

Very difficult to measure. We track metrics around emphasis, new products, vitality index.

Depends on the marketing campaign or tactic used if there is a means of measurement

No formal way to do this that we have come up with. More gut feel than anything.

Gross margin generization on products introduced over last 36 months.

Product lifecycle, adaptation, sales, market share, customer feedback.

OPEN-ENDED QUESTIONS

How do you measure the return on investment (ROI) for your marketing? (larger manufacturers, cont.)

Lead generation, sales by product line, requests for information.

Its difficult. We look at our Market outgrowth in key segments.

It's measured directly against revenue from a specific product.

Tracking web at this time - nothing concrete at this time.

I am not aware of the procedure.

Through our sales and margins.

Bump against sales.

We really don't.

Info from sales.

No response.

We don't.

Sales.

Do you have any feedback regarding this survey, or suggestions for questions that you would like for us to ask next year?

Smaller Distributors (71 responses)

I find it interesting. I wish that you would do another just like it 6 months from when the results are calculated. I'm in the process of developing and launching a website that will greatly affect the way that we interact with our customers; it will also more effectively measure results of campaigns and the like.

I'll be interested to see the results. For way too long I have said that distributors don't spend enough monies on marketing and now I see it first hand. I recently spent 38 years in the electrical manufacturing segment and have only recently joined this distributor.

I am interested to see the results. We are a small company, so I struggle with having enough time and money to put

towards the right marketing strategy. It is always a gamble to see if the effort and time will pay off.

I will be anxious to hear what other small distributors say in their surveys. We belong to a marketing group but it has been difficult to do any major marketing just because of our small size.

Good questions. We are not marketing trained so we use NAED and IMARK whenever we can. In many cases we modify the manufactures promotion to fit our customers and time restraints.

Our industry needs to be more professional in marketing activities. The smaller distributor lacks the time and resources. Horse before the cart??

It made me stop and think about some things that could definitely use improvement.

It shows that our current system is antiquated and is in dire need of updating.

I'm the owner and many answers were more of a N/A. However I tried my best.

A lot of questions do not apply to smaller companies.

Too many questions, but we need help with this topic.

Great questions. I am anxious to see the results.

Did not apply to our situation very well.

Michael Martin is doing a great job.

A little longer than anticipated.

I would like to see the results!

No, it was well constructed.

It was a little long.

Not yet.

Nope.

Larger distributors (79 responses)

It is quite long. It also appears slanted towards gathering ammo to support distribution needing to consider professional ad agencies and other over priced professional services. It also seems to be fishing around about social networking. I like utilizing specialized and skilled in-house talent, those that know our

OPEN-ENDED QUESTIONS

Do you have any feedback regarding this survey, or suggestions for questions that you would like for us to ask next year? (larger distributors, cont.)

company and our business. We spend too much time having to educate outside resources on our business as they try to apply a one size fits all methodology to our marketing.

It would have helped to understand how marketing is being defined. Based on the questions, it appears that the survey was only interested in marketing communications/advertising, events and promotions. At my company, marketing includes much more, such as marketing strategy, product strategy, pricing, etc. In addition, our people are rather specialized, so the question that was supposed to add up to 100% didn't really make sense for me.

I think our company was unique for years because we had a dedicated marketing team with no sales responsibilities. Over a 15-year period we grew the business 10 fold. Although that growth was impacted by many different functions I think that marketing played a major role. I will be interested to see if more distributors are finally recognizing the value of a dedicated marketing function, funding it and supporting it.

Some of these questions were so broad that it was tough to answer, especially the question about elements of a successful marketing campaign. One option was counter merchandising. This only matters if your campaign is relevant to the counter. If your campaign doesn't involve the counter, it is an irrelevant point. So I don't think the answers to that question are going to be useful.

The personal/salary questions were inappropriate, I almost quite at that point. Only because of our long relationship with NAED did I continue. But frankly I don't believe that this is anonymous or confidential.

Please note that I am in Canada, so that's why my answer to the geographical area is don't know. It would be interesting to get results from other Canadian distributors.

Great survey in my opinion. I am VERY curious to see the compensation section when this is published. I have NO idea how I rate compared to the industry.

We aren't very heavily into the electrical industry but have recently picked up product lines that make it a viable market for us to advertise into.

Some questions are not applicable to distributors. My personal position has just been created as I am now working about 80% of the time.

Perhaps a question asking what geographic area they live in. (May have a relative effect on their pay and compensation).

Need capability to add free-form text for some questions. Difficult to explain some answers by using choices provided.

Interesting, but it would have been more helpful to know who you wanted to fill it out. What position in the company.

No feedback but will be anxious to see the combined results - thank you for doing this research!

I'm looking forward to seeing the results and how we compare with other companies our size.

Good survey. Looking forward to hearing the summary results. Thanks!

Just tell people that it will take approximately 15 minutes. Thanks

Looking forward to seeing where we compare with our competition.

Like to see what is the result of this survey and suggestion.

Sometime marketing efforts can be hard to measure.

Thank you for the opportunity to share.

Will be interested in overall results.

Can't wait to hear the results.

Will love to see the results.

No, but thanks for asking.

Interesting questions.

This is a good survey.

A little long.

Smaller manufacturers (62 responses)

I think it will give a better understanding for how marketing initiatives are in smaller vs. larger companies in the electrical industry. It may also help create the need for a special training or something to help make everyone aware just how important marketing is. Sales and marketing work hand in hand and sometimes not ever co. realizes that.

Based on the questions in this survey, I gather that other companies experience some of the same issues that we do... this is

OPEN-ENDED QUESTIONS

Do you have any feedback regarding this survey, or suggestions for questions that you would like for us to ask next year? (smaller manufacturers, cont.)

somewhat comforting, and at the same time disheartening in that there are apparently no real solutions.

Good stuff. I'm glad you are focusing on the marketing side of the industry. I am very interested in the results and I would have liked to see some more questions regarding the tactics and results of using social media

I am a manufacturers' representative, but the only choice was manufacturer or distributor.

I would like to see how other companies measure marketing ROI.

It was fine, but not granular enough for company size.

I hope to attend Adventure to hear the results.

I'm looking forward to seeing the results.

Simple, direct questions and not too long.

Interested in seeing overall results.

Well presented and straight forward.

I can't wait to see the results!

Interesting to see the results.

It appears quick and painless.

Nothing in particular.

A little long.

Too long.

Larger manufacturers (40 responses)

Many of the questions were related to what I consider Marketing Communications. Marketing entails more than this one competency.

Will be interested to see the results, marketing is an interesting element of the business.

None, but I will be very curious to see how we stack up against other companies.

Not about the survey, but I am looking forward to getting the results.

No. Will be interested to see the results.

Looking forward to seeing the results.

Resent age, gender, and race questions.

I am interested in the results.

It was a bit too long.

Lengthy but good.

Good questions.

Very, very long.