

PwC Sales Advisory Distributor Research

Australia



distributors stated that a **lack of communication** is the main cause of supply issues



of distributors stated convincing evidence of **consumer demand** for a product is the main driver when selecting new suppliers to represent

Follow through on supply agreements is a crucial aspect of supplier-distributor relationships.



80% of distributors said this is critical to achieving sales targets

United States



of distributors regularly get approached by suppliers seeking representation, competition for distributors' attention is fierce



of distributors won't represent products that are similar or comparable to products they currently represent. Suppliers need to clearly differentiate their products

Education



of distributors highlighted the importance of suppliers providing training and education to fully understand their products' value proposition for resale

*Based on interviews with 37 Distributors in August 2019