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Publications Catalog - Spring 2023



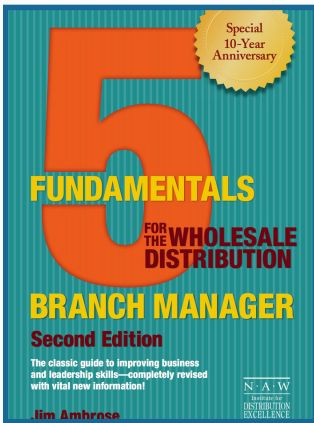
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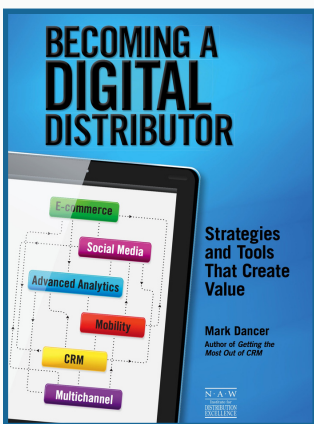
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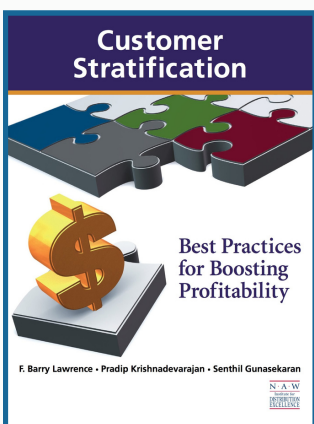
NAW NATIONAL ASSOCIATION OF
WHOLESALE-DISTRIBUTORS



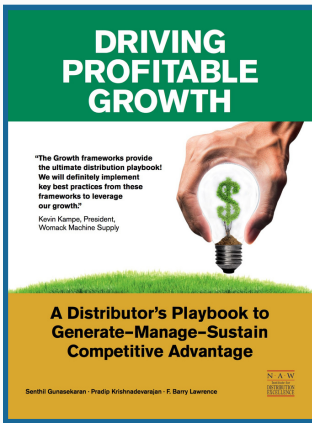
This 5 Fundamentals for the Wholesale Distribution Branch Manager, Second Edition is the classic step-by-step guide to helping branch managers improve their business and leadership skills. The branch manager is the key to success for every wholesaler-distributor according to author Jim Ambrose. “If winning means profitable market share and profitable market share growth, then developing the branch manager is essential to a company’s success,” he says.



Digital tools are changing the way we work just as they have already changed the way we live. Unfortunately, it’s been more by happenstance than design for some businesses today. The digitalization of the distribution channel is inevitable because change is happening up and down the value chain. If your business is not leading, then at the very least, you must keep up. Up until now, however, there has been very little guidance for distributors about where to start and how to strategically use digital tools—e-commerce, social media, mobility, CRM, advanced analytics, and multichannel solutions—to gain a competitive advantage. That is about to change.



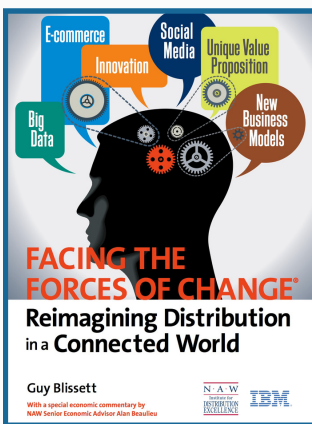
Most customer stratification applications focus on a single dimension, such as sales volume or gross margin. But this doesn’t guarantee a profitable or practical result. This study presents the customer stratification framework, a distributor-specific cost-to-serve model, a step-by-step implementation approach, and a series of real-world case studies. The customer stratification framework not only distinguishes customers from each other, but also provides a blueprint for conducting future business. The book concludes with a plan-of-action roadmap, which provides an action plan and suggestions for implementing a customer stratification framework at your company.



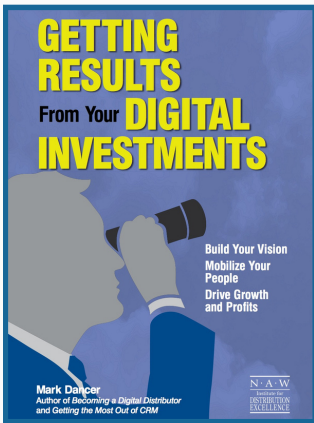
Driving Profitable Growth: A Distributor's Playbook to Generate-Manage-Sustain Competitive Advantage is the first research study in wholesale distribution to examine both public and private firms and uncover a roadmap that addresses the three dimensions—generating, managing, and sustaining—of profitable growth. This study speaks to the growth planning and execution issues all distributors face in leading and growing their organizations. There is no more important time than right now for distribution management teams to read this study!



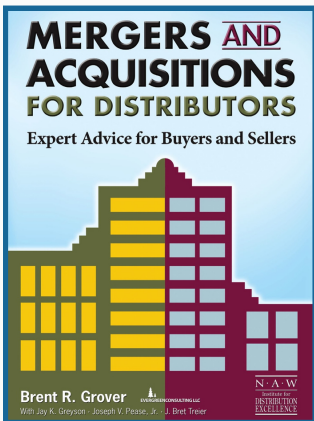
In this 11th edition — Facing the Forces of Change®: Navigating the Seas of Disruption—we explore these changes and opportunities in light of the many marketplace disrupters that are causing wholesaler-distributors to rethink their approach to technology, business processes, and, most importantly, the customer experience. Many of the forces identified in the last edition have only intensified and continue to exacerbate the change occurring today. A difficult economy, advancing technology, rapidly changing customer requirements, shifting demographics, and tight margins have placed distributors at a crossroads, where they must take bold steps toward becoming more “customer centric”—leading to a maximization of the overall customer experience.



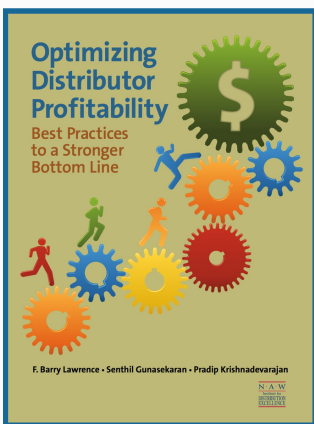
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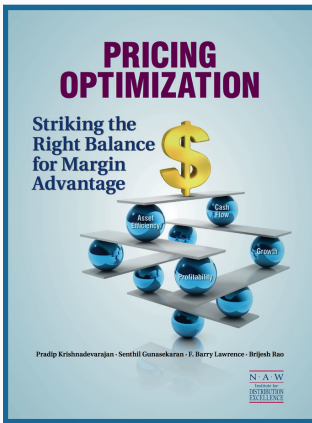
This book is about helping you build a vision that is the right one for your company and then taking all the needed action to execute your vision. It provides advice for helping you make investments, mobilize people, and ultimately, get results from your digital investments. We help you explore marketplace changes and share ideas about using digital tools to meet these changes. We also offer tools you can use to adjust your company's business model and capabilities, and help you launch an action plan to move your company in the right direction.



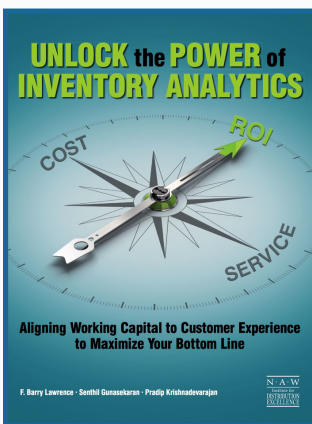
Mergers and Acquisitions for Distributors: Expert Advice for Buyers and Sellers by Brent R. Grover is a brand-new research study that navigates M&A in the wholesale distribution industry. For buyers and sellers of distribution businesses, it covers the importance of getting professional guidance, selecting the best people to assist with M&A, and bringing advisers into the buying or selling process as early as possible. This guide provides information that probably can't be found anywhere else—and certainly not as a single comprehensive resource aimed at wholesaler-distributors.



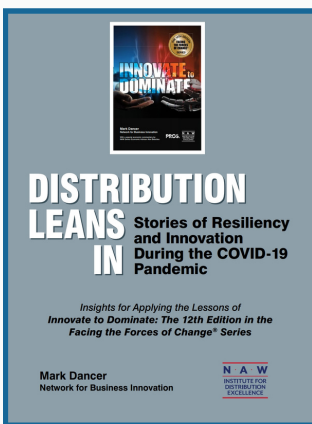
There are 47 best practices in Optimizing Distributor Profitability: Best Practices to a Stronger Bottom Line and all were developed from actual experiences of 84 real wholesale distribution firms across our industry. This groundbreaking research study is not academic modeling or theory; it is a powerful weapon for you to use to enhance your shareholder value.



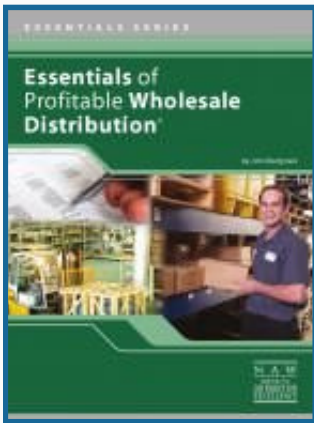
For many distributors, pricing decisions are completely left to individual salespeople to do in their own way. Allowing this kind of flexibility is a distributor's weakness. Pricing is already quite complex, and inconsistency will only increase complexity and will lead to chaos. Here lies the crux of problem. The solution to this dilemma lies in "complexity management"—providing structure with fewer variables, and "consistency"—doing things the same way every time. This comprehensive study will help you achieve the right pricing solution for your business!



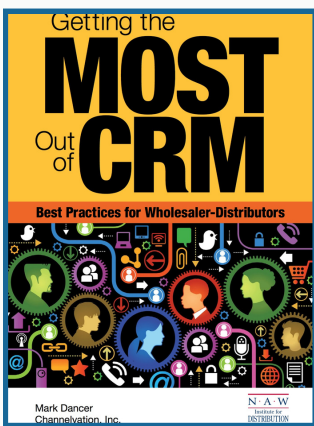
This study, based on 15 years of proven and tested research with distribution firms, reveals the fundamentals and contemporary practices to help your business design the role of inventory within your firm in this era of ever-evolving new business models. This book presents an inventory management framework, customer service metrics, a step-by-step implementation approach and a series of real-world distributor case studies. The framework not only distinguishes inventory at the SKU level, but also provides a blueprint for extending it to demand forecasting and replenishment. It concludes with a plan-of-action roadmap that provides the how-to for implementing the inventory management framework at your company.



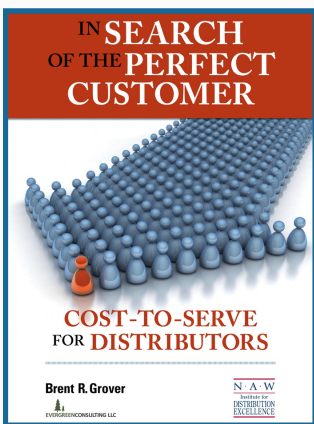
Distribution is essential, but not eternal. The pandemic highlighted wholesale distribution's role in supporting businesses and the economy, but the pandemic is also changing how business is done. Here, we explain that, to stay relevant, distributors must keep up with change and offer innovations. Distribution is stepping up, but must do more. Perhaps the most important lesson of the pandemic is that distributors can leverage investments in digital tools and culture to solve customer problems. But they can't rest. The future of business is changing, and distributors are not the only ones to notice. This section shares 10 stories of distributor innovations, told in the distributors' own words, followed by analysis and suggested actions.



This is the perfect training tool to speed learning and retention for everyone on your staff! Making money in the wholesale distribution business gets tougher every year. When you add the current economic climate to the equation, making money can be downright grueling in many sectors of the market! Prerequisite reading at many distribution companies, this second edition provides a straightforward and clear understanding of how the wholesale distribution business works. Your team will learn the basics of distribution economics, customer service, sales and marketing. This book will make your team smarter—a lot smarter.



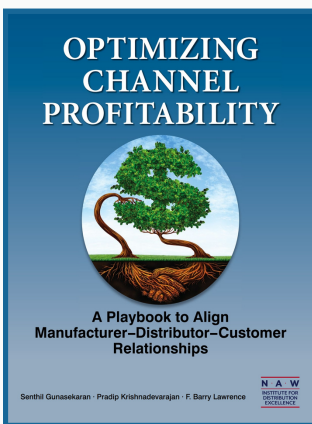
CRM can help distributors because CRM fills a void. Automation tools are common in all other aspects of running a distributor's business, but they are sorely lacking in the sales organization. When aligned with an effective strategy and deployed with thorough planning, CRM will deliver data-driven business results. Increasingly, CRM is becoming necessary to stay competitive and improve profits. In the long run, CRM will be instrumental for distributors to survive and thrive in today's economic environment. This book will help you get to the next level of continual improvement, business performance, and customer satisfaction. It will show you how to improve productivity and maintain your leadership position in the value chain.



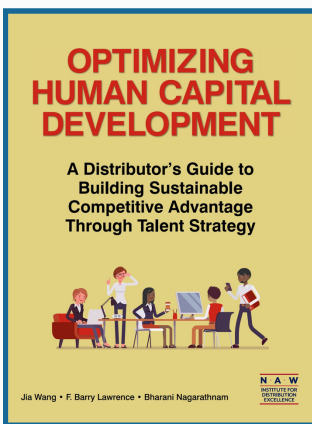
As wholesaler-distributors operate in today's economy, they must protect their most profitable, high-growth potential customers and avoid squandering their precious resources. If your sales compensation plan and other policies encourage your staff to misspend their time and your resources on the wrong customers, now is the time to act. If your company is overlooking opportunities to make money and stop profit leakage, this is the book for you!



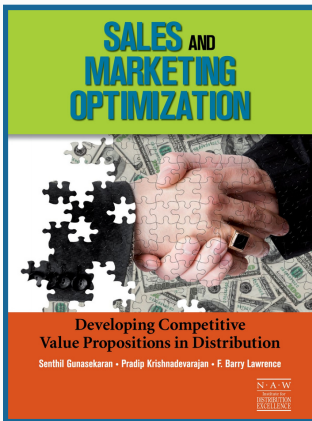
Innovate to Dominate: The 12th Edition in the Facing the Forces of Change® Series is every distributor's essential roadmap for innovation! The primary purpose of this research is to help distributors connect the dots between the forces of change and innovating the distributor business model. Distributors can do much more than only defend themselves against the forces of disruption. Distributors can lead the way in this new era of B2B innovation!



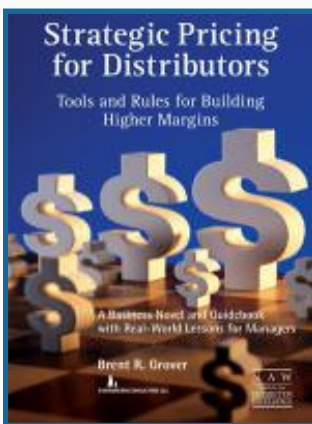
The result is a comprehensive Channel Alignment Framework that presents a menu of creative channel compensation forms that can help distributors and their suppliers develop various channel capabilities that can create value for end customers. The focus is on making a one-to-one connection among a supplier's channel compensation, a distributor's capabilities and customer value, all leading to a process where all three entities can have constructive, objective dialogue rather than subjective, selective fault-finding. The framework ends with linking how distributors can capture value from customers and how it is linked to their financial goals.



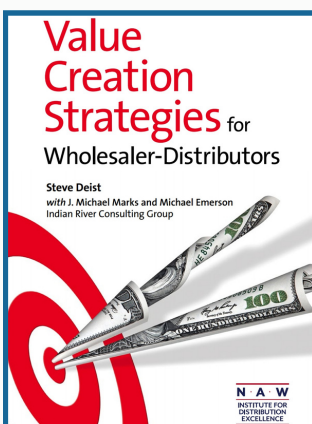
Optimizing Human Capital Development maps out a pathway to achieve business excellence by maximizing your human capital potential. It provides a success formula for human capital development by identifying all the key ingredients, ranging from talent strategy alignment, talent planning and talent acquisition, to talent management, talent development, talent retention and return-on-talent investment. This research study provides not only a large number of best practices in each talent area, but also a plethora of practical tools for assessing, improving and evaluating a company's current talent initiatives.



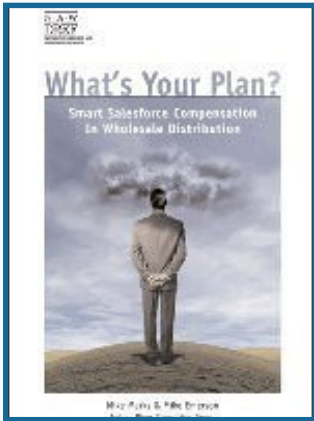
What makes this book so different from classic sales books that focus on "personal selling" tactics is that it examines sales and marketing for distributors from a much broader perspective in terms of sales and marketing strategy, processes, and more importantly, their connection to shareholder value and customer service. Included with this book is a separate, over-sized Sales and Marketing Framework wall map to help you follow how sales and marketing business processes and financial drivers are linked to enhance shareholder value.



or many well-run distributors—those with a good handle on sales growth, expenses, and assets—gaining control over pricing is truly their last “unplowed field.” This book is a combination of business novel and guidebook with real-world lessons for distribution managers. It will show you how to gain control over your pricing function and turn your customer value proposition into value for your shareholders.



This book provides highly actionable insights about how wholesaler-distributors can use a market-driven strategy to increase enterprise value for customers and shareholders. The authors walk through the principles that drive successful strategy development and execution for distributors of all sizes and lines of trade. Through research findings and the real-world distribution examples, they explain how value creation strategy can produce significant and rapid financial benefits. A market-driven approach is the key to creating true competitive advantage, permanently improving organizational performance and making real productivity gains.



The authors surveyed hundreds of wholesale distribution executives and talked to dozens more in-depth by phone. Their main finding is that pay plans don't or can't operate effectively in a corporate/sales management vacuum. That may seem obvious, but the data here raise this question: If it's so obvious, why are so many wholesaler-distributors operating otherwise? By reading this book and thinking deeply about the real-life compensation case studies presented, you can determine whether your firm has the preconditions in place to verify that your salesforce pay plan is the right one, or to adjust it as necessary so it produces the results you're seeking.

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PRODUCT NAME	STANDARD PRICE	MEMBER PRICE
E-BOOK - 5 Fundamentals for the Wholesale Distribution Branch Manager, Second Edition	130.00	75.00
E-BOOK - Becoming a Digital Distributor: Strategies and Tools That Create Value	130.00	75.00
E-BOOK - Customer Stratification: Best Practices for Boosting Profitability	165.00	100.00
E-BOOK - Driving Profitable Growth: A Distributor's Playbook to Generate-Manage-Sustain Competitive Advantage	295.00	180.00
E-BOOK - Facing the Forces of Change®: Navigating the Seas of Disruption	315.00	195.00
E-BOOK - Facing the Forces of Change®: Reimagining Distribution in a Connected World	315.00	195.00
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E-BOOK - Innovate to Dominate: The 12th Edition in the Facing the Forces of Change Series	315.00	195.00
E-BOOK - Mergers and Acquisitions for Distributors: Expert Advice for Buyers and Sellers	130.00	75.00
E-BOOK - Optimizing Channel Profitability: A Playbook to Align Manufacturer-Distributor-Customer Relationships	295.00	180.00
E-BOOK - Optimizing Distributor Profitability: Best Practices to a Stronger Bottom Line	230.00	140.00
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Essentials of Profitable Wholesale Distribution®, Second Edition	200.00	115.00
Getting the Most Out of CRM: Best Practices for Wholesaler-Distributors	150.00	95.00
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