



NOT YOUR HOBBY MARKETING SOLUTIONS

Distribution Management for Beginners

IF YOU HAVE CUSTOMERS YOU HAVE A BUSINESS, NOT A HOBBY

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Hey there!

Thanks for coming

Please interact in the conversation

There are no stupid questions

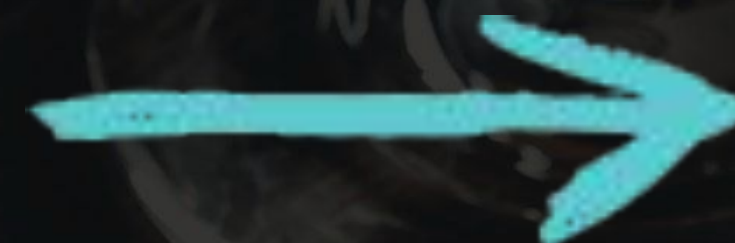
You can ask questions anonymously if that makes you more comfortable

Using the Slido platform, scan this QR code at any time to post a question

Ask A Question



Scan this to download my slides and deliverables



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A "little bit" about me

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- over 2 decades in the food and beverage industry
- BA in Marketing
- Worked full time and paid for college myself, took 7 years to earn my degree
- Received no formal field sales training, learning the ropes of supplier side sales by being thrown the wolves
- Earned a reputation for myself as a very proactive, brand advocate for my breweries in a male-dominated industry; learning how to navigate challenging relationships with beverage wholesalers that underestimated me
- Member of Pink Boots Society since 2013 - Denver Chapter Leader, Chapter Committee Chair, member of the Education Task Force and Membership Task Force
- Member of the Brewers Association and the DEI subcommittee; BA Mentor in Leadership, Sales & Distribution, and Marketing & Branding
- Certified Crafting A Strategy Consultant
- Mother to two boys and a gaggle of pets
- Marketing consultant for advertising agencies and state brewery guilds
- Member of the American Cider Association, Women of the Vine & Spirits
- Teaching assistant for the University of Vermont Business of Craft Beer program and Taproom Success Certificate program from Craft Brewery Financial Education
- Industry conference speaking engagements include: Craft Beer Professionals, CiderCon, NanoCon, Crafted For Action, Chicago Brewseum Beer Culture Summit, Pink Boots Biennial National Conference, Craft Beverage Expo & Women in Craft, North Carolina Craft Brewers Conference, Colorado Brewers Guild
- Featured on multiple podcasts including Good Beer Matters, Craft Brewery Financial Training, Hop Forward, Fueled by Hops, True Craft Podcast, Lawler Out Loud, Marketing Brewing Company
- Written work featured in Crafted For All, Craft Brewing Business, The Brewer Magazine, Ekos Craftlab, CODO Beer Branding Trends, and Fintech
- One of the founders of the Safe Bars P.A.C.T. Initiative and the Safer Workspaces Initiative

Agenda

WHAT YOU CAN EXPECT TO LEARN TODAY

THE TIPPING POINT

Setting Expectations With Your Wholesaler

Needs and Wants of Both Parties

Challenges Ahead

Communication & Meetings

Products

Brand Support

Tracking Success

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Ask A Question





The Tipping Point

When you just can't handle the logistics of selling products where you want and/or need to sell



Things to Consider

What's the ROI?

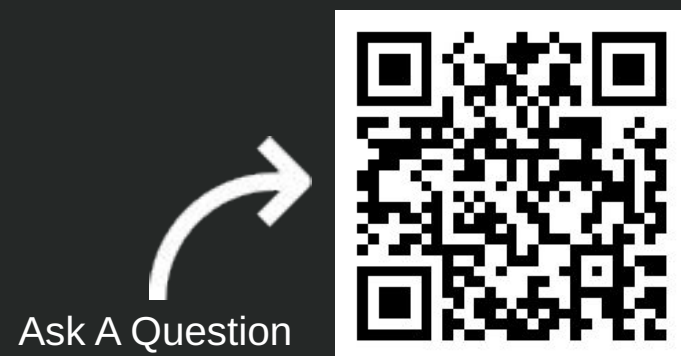
Which type of distributor should you use?

How will your sales look?

How do you plan to approach them?

Setting Expectations

- ask for a boilerplate contract
- consult your lawyer
- watch for Red Flags
- ask for what you want
 - set SMART goals
- be willing to negotiate



Challenges Ahead

FRANCHISE STATE LAWS

MARGINS & MARKUP

LESS CONTROL

LONGER TIMELINES

MORE PEOPLE

VOLUME SPIKES

COMPLEX DATA

LACK OF SALES FOCUS



Ask A Question

Pricing

Item	Format	Size	Availability	Status	PTW (price to wholesaler)	Taxes (sales, excise) this can be moved depending on responsibility	Margin %	Markup \$	PTR (price to retailers)	Package Cost (6 pack, 4 pack, etc.)	Unit Cost / Cost per ounce	PTC at 25%	PTC at 30%	PTC at 35%
IPA	Can	2/12/12	year round	new	\$15.00	\$1.60	38%	\$5.63	\$24.00	\$12.00	\$1.00	\$16.00	\$17.14	\$18.29
IPA	Can	4/6/12	year round	new	\$21.00	\$1.60	38%	\$8.03	\$34.00	\$8.50	\$1.42	\$11.33	\$12.14	\$12.95
IPA	Can	6/4/16	year round	new	\$29.50	\$2.21	34%	\$10.16	\$45.00	\$7.50	\$1.88	\$10.00	\$10.71	\$11.43
IPA	Keg	1/2 K	year round	new	\$95.00	\$11.79	32%	\$30.54	\$140.00		\$0.07			
IPA	Keg	1/6 K	year round	new	\$55.00	\$4.20	31%	\$17.19	\$80.00		\$0.12			
Lager	Can	4/6/12	year round	active	\$21.00	\$1.60	38%	\$13.00	\$34.00	\$8.50	\$1.42	\$11.33	\$12.14	\$12.95
Lager	Keg	1/6 K	year round	new	\$55.00	\$4.20	31%	\$25.00	\$80.00		\$0.12			
Lager	Keg	1/2 K	year round	new	\$90.00	\$11.79	36%	\$50.00	\$140.00		\$0.07			
Dry Cider	Can	6/4/16 oz	seasonal	active	\$28.00	\$1.60	30%	\$12.00	\$40.00	\$10.00	\$1.67	\$13.33	\$14.29	\$15.26
Dry Cider	Keg	1/6 BBL	seasonal	active	\$65.00	\$4.20	32%	\$30.00	\$95.00		\$0.14			
Dry Cider	Keg	1/2 BBL	seasonal	active	\$98.00	\$11.79	39%	\$62.00	\$160.00		\$0.08			

Communication

- know their preferences
- know their boundaries
- be aware of etiquette
- be aware of frequency & length
- schedule meetings well in advance
- keep meetings short & efficient



Ask A Question



Products

Presentation - focus on the data, show why it's an asset, highlight social proof, identify core and specialty, provide a release calendar

Management Need to Knows - package size, availability, price per case or keg, price per unit and/or pack size, cost per ounce, sales expectations for each item

Sales Team Need to Knows - same as management, plus what type of accounts are best for your brand/items

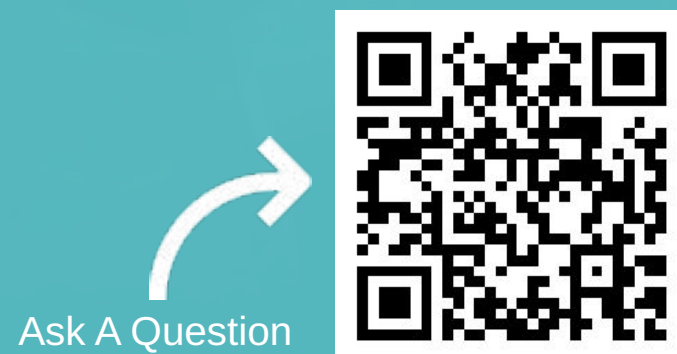


Products

Launching new items - plan the year before and allow for a 6-8 week launch runway

Building Projections - use historical sales data and assumptions about current marketplace conditions

Pay attention to consumer purchase data!



Brand Support

YOUR DISTRIBUTOR IS NOT YOUR SALES TEAM
YOU HAVE TO PROVIDE BRAND SUPPORT IN THE MARKET

PROMOTIONS

POS MATERIALS

COMMUNICATION WITH DISTRO SALES REPS

ASSISTANCE WITH DAMAGE CONTROL

DROPPING SAMPLES

KNOW YOUR MARKET, KNOW YOUR BUYERS

ABP Meeting

- historical sales and distribution data
- highlight reel
- projections
- path to success
- new items
- pricing
- chain business
- meeting requests
- marketing plans
- next steps



A photograph of a glass of beer on a wooden table, partially obscured by a dark overlay on the right side of the image. The glass is filled with a dark beer and has a white head of foam. The table is made of light-colored wood with a visible grain.

Best Practices

EMPATHY

ACTIVE LISTENING

DON'T BE AN A-HOLE

DON'T TREAT THEM LIKE THE ENEMY

DON'T EXPECT MIRACLES

ALWAYS HAVE A PLAN B

COME WITH SOLUTIONS

**BE THE MOST AGGRESSIVE, LEAST PAIN IN
THE ASS**

THANKS! QUESTIONS?

Would love for you to join me online

Sign up for The Bottleneck

Come see me at the trade show!

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if you have customers, you
have a business, not a hobby

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