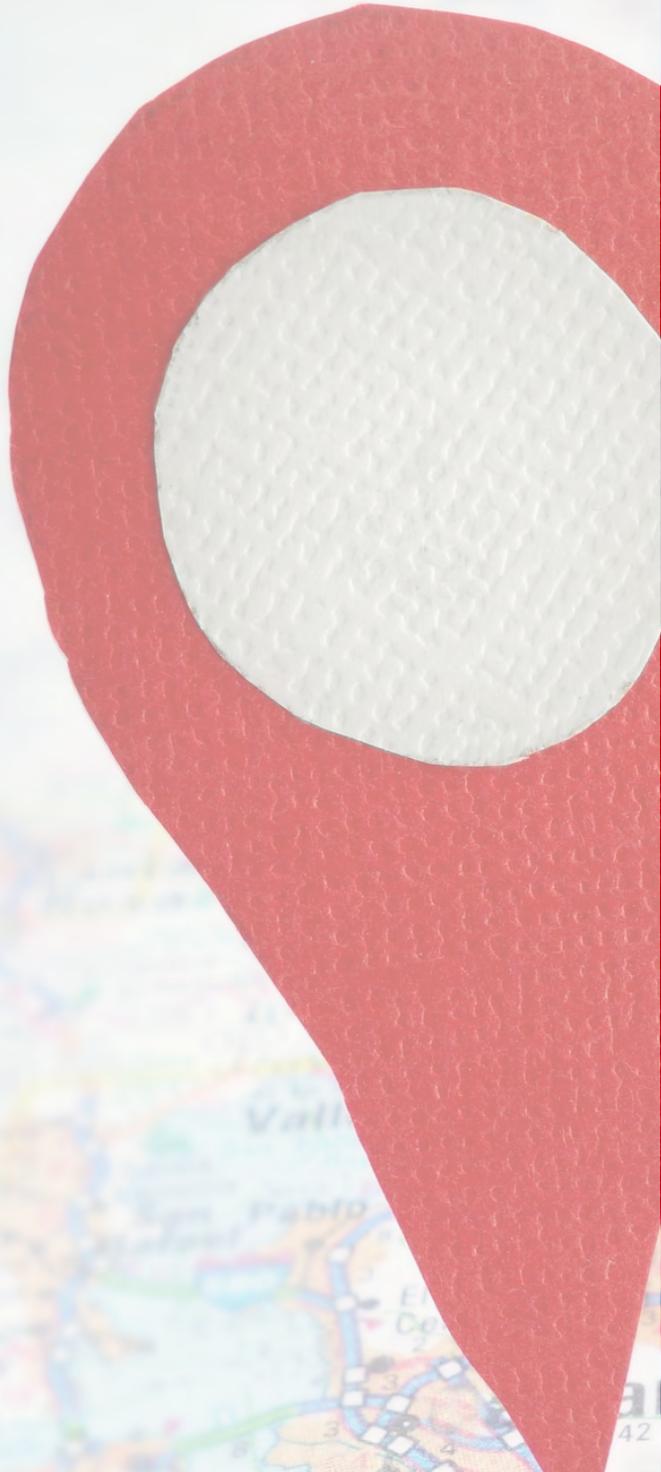


# HOW TO INCREASE MARKET SHARE

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USING CONTRACTOR &  
DISTRIBUTOR LOCATORS





# INTRODUCTION

The ways in which building products manufacturers should be leveraging dealers and distributors to increase market share has evolved through the years. The latest iterations of partner enablement include the use of digital tools with channel marketing and sales automation techniques to decrease the burden of manual marketing and sales functions and increase the scope of orders that can be filled.

To get the most out of your channel partner relationships, it's necessary to realize and remember that what distributors, dealers, and contractors **can do for you**, the manufacturer, is **much greater now** than before the rise of the internet.

B2B is looking more and more like B2C with every passing year due to advancements in eCommerce capabilities and changing buyer expectations. Because of this, the distributor's role in the value chain is also shifting.

Before building materials and home improvement products were able to be procured directly by consumers, the distributor had distinct value to both the manufacturer and to the next customer.



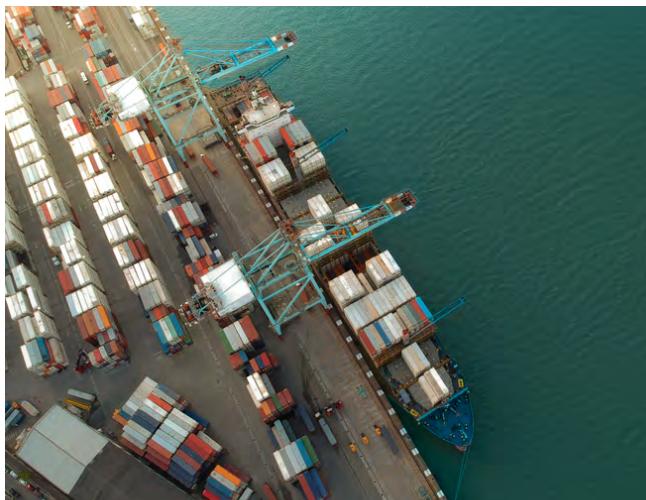
# CHANGING ROLE OF DISTRIBUTORS IN BUILDING MATERIALS SALES

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In general, distributors used to add value because they could

- Order in Bulk and Repackage Smaller Quantities
- Manage Customer Facing Relationships (Order Placement, Customer Service)
- Facilitate Product Fulfillment
- Expand Distribution Opportunities (Geographically, by Use Case, by Customer Segment)
- Take Charge of Upsell and Cross Sell Conversations
- Handle Local or Last Mile Delivery

But now, with the internet, customers are seeking options that require less “middle-men” to simplify and expedite their path to purchase (and path to resolving potential customer service issues). PROs like builders and contractors especially prefer to not be bothered by the hassles of calling various intermediaries to order products or resolve any issues.



This creates a burgeoning opportunity for building products manufacturers to rethink the ways they previously interacted with end customers and VARs, without necessarily having to cut distributors out of the mix.

Instead of the distributor acting as the primary connector between the manufacturer and the end customer, the manufacturer now has the opportunity to act as the primary connector between the distributor and the end customer.



# CHANGING ROLE OF DISTRIBUTORS IN BUILDING MATERIALS SALES

The value add of distributors and dealers for manufacturers has changed. Before the internet enabled manufacturers to begin connecting with end consumers, distributors and dealers were the intermediaries necessary to keep a manufacturer in business by making their product available for purchase by end consumers. Distributors and dealers filled the sales enablement role on behalf of the manufacturer.

The script has flipped a bit and it's now more than ever that distributors and dealers are in need of channel sales enablement to be provided BY the manufacturer. The digital landscape from eCommerce to third-party marketplaces has disrupted the value that distributors used to provide.



Distributors' main objective is still going to be the same; **be the preferred source** for their customers (especially PROs) to acquire necessary materials while maintaining a healthy profit margin.  
**It's the HOW that is shifting.**



# CHANGING ROLE OF DISTRIBUTORS IN BUILDING MATERIALS SALES

## How Locators Improve Sales from Your Distributors

Because the script has flipped, these **locator features** are of high value to your distributor customers.

They give each channel partner in your indirect sales strategy incentive to continue stocking your materials and likewise investing in the partnership.



When you take the onus to generate demand for your building products, you are reinforcing the principle that the value add of your distributors is to be the preferred option for their customers. Meaning, you make it a point for them to truly focus on improving their on-site customer service options and solve the 27 other fires that are more important to them.

You can generate interest for your materials by discussing projects and use cases over products, and refining the digital user experience to direct towards your distributors who have the materials in stock.

Make it easier for your distributors to manage product orders with less staff by building notification automations into the lead routing strategy you are putting in place.



# CHANGING ROLE OF DISTRIBUTORS IN BUILDING MATERIALS SALES

## How Locators Improve Sales from Your Preferred Contractors



For many building materials purchases, PROs act as the primary influencer regarding which products are purchased and installed. When referring to “PROs” we mean skilled tradesmen, general contractors, and subcontractors in their various roles on a job site.

It's one thing for PROs to be aware that your product can be purchased from their preferred distributor or dealer. It's another thing for your product to be a selling point that PROs look to leverage in their sales pitch.

Certified Contractor Programs are one tactic that is being used to establish longevity amidst an industry that is constantly being disrupted and will continue to be in the coming years. Contractors and builders face a multitude of challenges in operating their business. One of those challenges is generating a consistent volume of quality leads that are easy for them to close. This is one area in which you can actually help your certified contractors.

Similarly to how you generate demand for your products in effort to route customers to your distributors and dealers, you can likewise generate demand for certain home improvement projects, various home maintenance tasks, or new construction efforts in order to connect end customers with PROs who are going to specify your product into their construction drawings.



# CHANGING ROLE OF DISTRIBUTORS IN BUILDING MATERIALS SALES

Dealer, distributor, contractor, and product locators are one value add to PROs because they

- Allow PROs to get more done when they are thinking about it.
- Decrease frustration between PROs and any “middle men” like your Internal Sales Reps or customer service teams.
- Allow PROs to easily find your product that they need at alternative locations than their go-to if needed.
- Allow consumers to connect with PROs easily and generate warm leads for PROs.



Instead of relying on PROs to generate interest for projects that use your products, you again are taking onus of generating demand, capturing lead information and directing them to your partners.

This ensures that end customers are **connected with a PRO who is loyal to your brand** rather than hiring a PRO who has a better digital presence on their own but less loyalty to your brand.





# HOW LOCATORS INTERCEPT CONSUMER DEMAND

# HOW LOCATORS INTERCEPT CONSUMER DEMAND

YOU Can Generate Demand Directly Through Your Partners.

## GAF

GAF - North America's Largest Roofing manufacturer creates mass visibility for it's certified contractor network by leveraging up their directory in all location based searches, searches for each business name and brand level searches. This drives hundreds of thousands of qualified leads into their contractor network each year. What would that do for your Brand loyalty?

In addition they use their directory to leverage up tens of thousands of contractor websites in their own local search - improving the business environment from everybody and edging out middlemen (aka lead generators) so consumers can interact directly with the best businesses in roofing without a middleman who adds no value.

Contractors are rewarded for participation - for example businesses who complete a business description and provide photos get ranked higher leading to more business - ranking rules giving manufacturers a powerful lever encourage participation.

How valuable would it be to:

- Intercept Homeowners and preferentially connect them to your network of service / contractor / installation professionals?
- Intercept pros and preferentially connect them to your network of dealers / distributors / retailers?
- Evolve your website into a local marketplace where preferred partners can sell your products with their services and move your manufacturing or distribution business light years forward into the eCommerce space?

There is a high volume digital channel you never knew existed - you could tap into that and drive business through your channel partners, like contractors and distributors.

Location based content marketing is the key - This is the First Step to an even greater business opportunity where you can drive sales through your channel directly.

YOU Can Generate Demand Directly Through Your Partners.





# HOW LOCATORS CREATE OPPORTUNITIES FOR SMALL BUSINESSES

# HOW LOCATORS CREATE OPPORTUNITIES FOR SMALL BUSINESSES

## Be a Hero to Small Businesses

### REAL TALK

Kevin Dean, of ManoByte, faced a similar challenge to other consumers within the fenestration industry. He knew exactly which brand, style, and size of residential windows that he wanted to buy after conducting product research on various manufacturer websites.

But alas, he could find nowhere to purchase the windows from. No direct purchase options. No reference to distributors or dealers. No contact information for who he should connect with to make a purchase.

Recognizing how hard it would be to procure that brands windows, even beyond any supply chain hindrances, Kevin abandoned the purchase of that brand's windows. Despite the product being what he really wanted, the hassle factor involved outweighed all preference for the product itself.

We wish this was an uncommon scenario, but it is not. Manufacturers with product and distributor locator features on their websites will increase market share because they are removing hassle factor for the customer.

### Why Build a Preferred Network of Contractors or Dealers?

1. **Visibility & Lead Generation** - Your smaller partners struggle in digital to create visibility. They can't make the kinds of investments or don't have the knowledge necessary to participate in their market space. They need your support as a manufacturer to distributor - to cooperate and create visibility. They are always looking for ways to generate business and you will make them look better than they could on their own.
2. **You will drive business to your partners and be a hero** - even more valuable in tough market conditions.
3. **Loyalty for YOU** - As you evolve to become the source of leads for your network of partners you are creating loyalty and dependency. This creates a powerful lever for you to compel training, increase quality, and even upsell as well as gives you much more leverage in pricing power .



# HOW LOCATORS CREATE OPPORTUNITIES FOR SMALL BUSINESSES

## Why Build a Preferred Network of Contractors or Dealers?

4. Better business Intelligence for YOU - By creating a valuable lead generation platform or marketplace, your customers are incentivized to provide detailed information about their business This creates a rich data set that will allow you to tailor your business
5. Better media and content creation for YOU - Your network is also incentivized to take photos of your products in use, creating a vast media set you can leverage in multiple contexts to help market your products using real world examples of realized benefits
6. Ultimately you can Evolve your website into a local marketplace for services that are fulfilled with your products, or delivered through your network. eCommerce doesn't have to be a pipe dream - the way forward is to enable your channel partners, on your digital properties, to sell your goods with their services.





# HOW LOCATORS DRIVE DEALER LOYALTY

# — HOW LOCATORS DRIVE DEALER LOYALTY —

## How Locators Drive Dealer, Distributor, and Contractor Loyalty

### REAL TALK

Joshua Rich, of Bullseye Locations, recently had an experience that emphasized how important it is for manufacturers to control the customer journey from website to dealer or contractor.

Joshua was researching a heat pump for a one-room schoolhouse that he is renovating. One of the information sites he was reading led him to the Carrier website. Joshua filled out a request for information and scheduled an appointment. A local heating company rep responded and set up an appointment. She reviewed the project, took some notes, and told Joshua she'd be getting back with a proposal.

When the proposal came back a week later, there was no mention of the Carrier product that motivated Joshua to request information. In fact, the proposal was for a completely different brand.

Many basic dealer, distributor, or contractor locators only act as a list of addresses. There is no lead capture, so your prospects just make their way to their nearest location. And when these prospects arrive, primed and pre-sold on your company's products, your local partners have no idea.

The prospects you've worked so hard to nurture and educate are the same as any walk-in off the street. And because your partners aren't aware, they may end up recommending and selling a competitor's product. It's frustrating when all the marketing and lead nurturing efforts result in a loss at the very end of the funnel.

An advanced locator that allows you to intercept consumer demand and capture leads will also let you take credit for the leads you are generating. You will start personally delivering each lead to your local channel partners. Take it one step further by including information on products viewed, project budget, timelines, and more.



# — HOW LOCATORS DRIVE DEALER LOYALTY —

## How Locators Drive Dealer, Distributor, and Contractor Loyalty

### **Continued**

Perhaps the local rep felt the Carrier product would be too expensive, or she was getting an incentive to sell a competing brand. Either way, there was no brand loyalty. Unfortunately, this situation is all too common as dealers are going to focus on selling the products that work best for them.

If done correctly, manufacturers can use their locator platform to reinforce their product benefits, ensure they get credit for leads and opportunities, and help drive dealer and contractor loyalty.

Your partners will now not only recognize your contribution to their business, but they will also be equipped to close sales faster.

In addition, any locator that captures leads should also give detailed tracking metrics on total leads sent to each channel partner, along with follow-ups and closed sales. This enables you as a building product manufacturer to provide support when needed. When you are sending a dealer 200 leads a month but they are only closing 2 of them, you can hold them accountable and find the issue. Do they need sales training and assistance? Proactively addressing any struggles your dealers and pros may be having solidifies your relationship as a “partner” rather than a simple “supplier.”

By supporting your channel partners every step of the way, your company will constantly build rapport and encourage loyalty. Your partners will appreciate the inflow of leads and may end up recommending your products over a competitor’s instead.



**With Bullseye Locations Software integrated to your website, you can capture and send qualified leads for faster follow-up and more sales.**

**Plus, drive dealer and contractor success and loyalty for partner program success.**

*Read More: 35 Elements of the Perfect Locator*

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**With ManoByte's Channel Management Program, get your organization AND your channel partners up to speed with digital technologies like CRMs, PRMs, and MarTech Integrations (Like Bullseye Locator Software) to enable smoother and more scalable sales, marketing, and operations initiatives.**

*Read More: What is a PRM? [+ 4 Best Use Cases]*

# bullseye



## location software

Bullseye Locations is a leading provider of global locator software and services. Bullseye develops integrated locator software solutions that help companies of all sizes engage consumers, cut costs, and drive growth.

Founded in 1998, Bullseye is privately held and headquartered in Branchburg, New Jersey. Bullseye serves over 5,500 customers worldwide, including Honeywell, LGHVAC, Lumber Liquidators, Sashco, GCP Applied Technologies, and The Sika Group.

**CONTACT**

*Learn More:*

[www.BullseyeLocations.com](http://www.BullseyeLocations.com)

*Connect:*





Leverage the ManoByte team to kickstart and manage your channel program. Start enabling your distribution partners to drive more indirect sales. Strategize the right kinds of channel marketing content needed for marketing to, through, for, and with channel partners. Evaluate if an outsourced channel management program is right for your organizational objectives.

#### Channel Management Specialties Include:

- CRM Implementation & Sales Enablement
- PRM Implementation & Partner Enablement
- Channel Marketing Campaigns
- Advanced Website Development and Custom Integrations

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