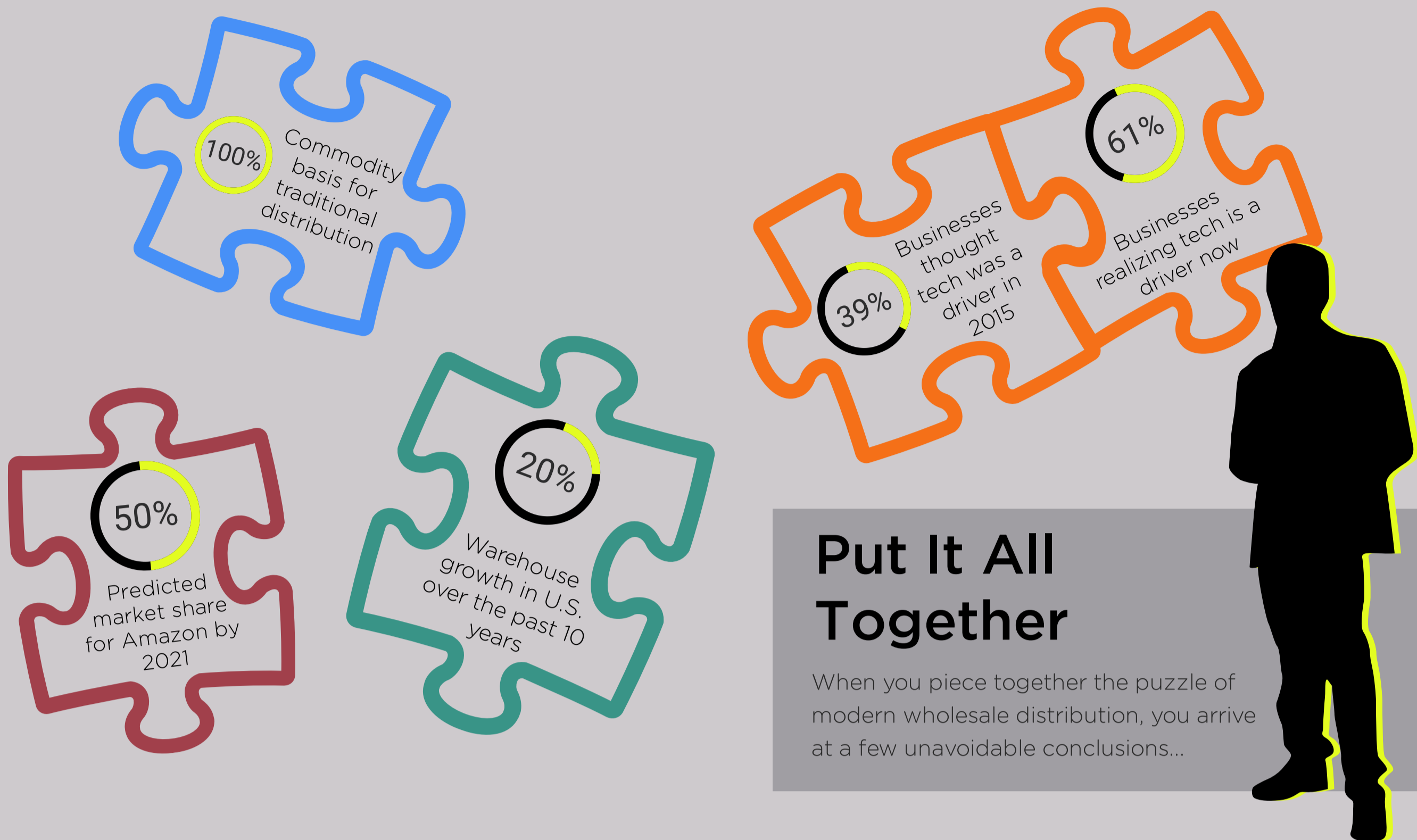


How Wholesale Distributors Capture Customer Demand



Many of today's wholesale distributors view the process of creating customer demand as a puzzle that doesn't make sense.

However, with the right tools, your business can make all the pieces fit together.



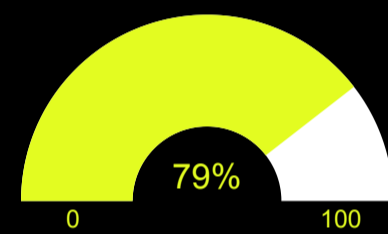
Customer Relationship Management (CRM)



Businesses that respond to queries within one hour are nearly 7x more likely to qualify the lead than those that tried one hour later. That number dropped to 60x less likely when the salesperson waited 24 hours or longer.

Distributors are in a race to the bottom on price. To win, you need to offer the lowest cost... or get out of the rat race entirely.

Supply Chain Management Software (SCM)



79% of companies with high-performing supply chains have average revenue growth greater than the average in their industry. Only 8% of businesses with less capable supply chains report above-average growth.

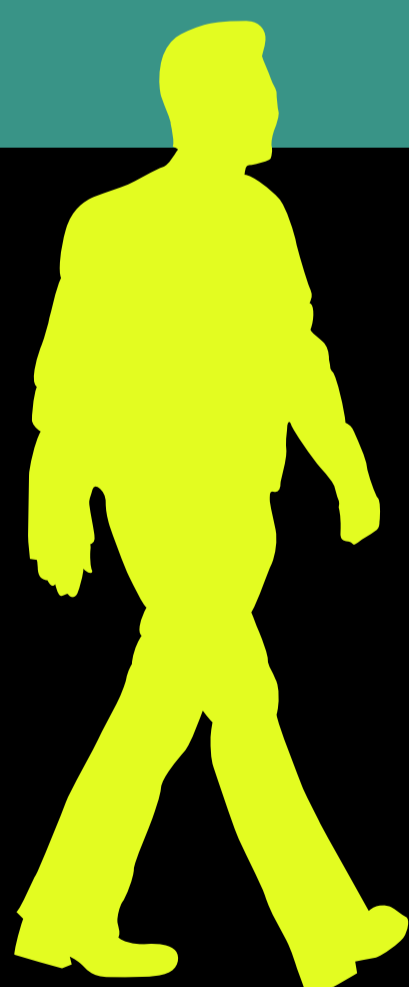
Your market share is shrinking and competition is getting tougher. You need a new differentiator to succeed.

Warehouse Automation



90% of surveyed companies plan to upgrade or implement warehouse management systems (WMS) by 2020. In addition, 65% of supply chain professionals agree that technology is or should be a competitive advantage.

In a rapidly shrinking market pool, your best option for combating the "Amazon effect" is to differentiate on speed and services.



New tech is a top way to differentiate, but you need the right tech in order to gain the competitive advantage.

Virtual Reality



Virtual reality, or augmented reality, is the practice of layering digital information on the physical world using a virtual reality headset or goggles. This is predicted to be a \$75 billion industry by 2021.



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Sources:

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