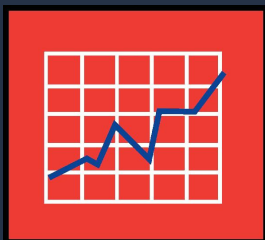


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Integrated Supply Consultants, LLC

Envision. Plan. Implement.

February 2008

Issue: 2



Welcome to Integrated Supply Consultants, LLC

Dear David,

We will go live with our new website in the next two weeks. The new website will be more functional and provide more information to your company regarding supply chain management solutions. By that time, we will have hopefully seen many of you in Nashville for the Small Distributor Summit.

There, we will discuss with you strategies that enable your company to better integrate with your customers. Providing procurement process solutions (see articles below) allows for more selling opportunities, especially in a tough market economy. Adding value will never be more important to capture and retain business.

Good Selling

In This Issue

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2008  **SMALL
DISTRIBUTOR
SUMMIT**



See You in Nashville!

ISC is excited to participate in the Small Distributor Summit in Nashville, Tennessee ([sponsored by PSDA](#)) on March 7-9 at the Nashville

The Power of Consultation

Do your sales reps overlook two basic powers that will differentiate them from other companies vying for your customers' business? Rest assured each of your sales reps already has the innate ability to develop and use these powers to the fullest.



You need to start with a genuine curiosity and concern about your client's business. Ask open-ended questions about how their business processes operate. Perhaps the person with whom you meet doesn't know the answers. This creates an excellent opportunity to ask them to introduce you to another person who does. If you don't understand how your client's business operates, you won't have the key information you need to suggest changes or improvements. When you begin to understand your client's business, you can propose solutions through products from your menu of services. Far too many sales people focus on what they want to sell today (a product focus or the next price quote). They don't tap into their **powers of observation** and **listening skills** to recognize hidden selling opportunities.

What kind of questions should you ask? Questions that are open-ended and allow you to probe further will yield information you can use in creating and providing solutions. A recent ISC client mentioned summary billing and how he thought it was a powerful marketing tool. When asked how many of their clients used summary billing, this client revealed "not many." They hadn't been able to market the feature, nor convert it into a benefit (solution) for their clients. Please see "Selling Solutions" below.

After uncovering more of the answers, you'll begin to know more about who and what you need to focus on in your sales presentations. Refining your observation and listening skills will put you in the position to win new business through skilled client consulting.

Airport Marriott. The Small Distributor Summit Planning Committee selected ISC to participate in an exclusive exhibitor showcase on Friday afternoon from 3-6 pm. We will also present a one-hour session entitled *"Increasing Your Online Orders"* on Sunday morning from 11 a.m.-12 Noon. The session will focus on strategies to increase your B2B shopping cart order size and increase line value. This is designed to help grow sales. At the same time, ISC will show that by using a comprehensive and customized product and service offering, you can more fully integrate with your customer. This will provide true Procurement Process Management value that makes it more difficult for your competitors to find their way into your accounts ([see "Big Box Bullies"](#)).

ISC Partners





Selling Solutions

Once you understand what process issues exist within your accounts, you can begin to introduce solutions that enhance or streamline processes.

Recently, a Staples Advantage rep [sent a letter](#) to their customers about "Proactive Sales Management" and the "Easy Button." Who is it easy and proactive for? What does that mean? Why is it important? There are too many possibilities for the client to consider "to guess" a solution on their own.

Don't allow your customer to accidentally identify the great benefit(s) of doing business with your company. When you find a problem (s), provide a viable solution. This is what your harried customer needs most (not "[trash talk](#)"). Customers welcome vendors who come up with viable solutions.

Perhaps the ordering process for numerous products and services is convoluted and disorganized. Perhaps the accounts payable process is a nightmare thanks to vendors who contribute to the company's AP process chaos. Maybe the customer doesn't have a clue as to what their total expenses are and how to budget for those costs. In all cases, you must be ready and able to customize the solution for the consumer's process. Your close is a finely targeted presentation with all contributing players and the decision maker (C-Level) present.

[JumpCart](#) is a terrific customizable software solution for [eQuantum](#) users since it is integrated into the *QNet* platform. JumpCart is the ultimate solution for Procurement Process Management (PPM), it synchronizes with specialized and customized catalogs (including unique MRO and Forms & Print SKUS) to help control spend and focus purchases of the correct products by department. What can this solution provide? It can streamline the ordering process through an easy, portable scan process. The scanner records the product and quantity.

Once attached to a USB port to the customer's PC, it automatically brings up and loads the order into your website shopping cart! It's easy to add the other product categories and services you sell before the end user closes the order. It works with UPC codes from product boxes, shelf labels, storage cabinet shelves and, of course, customized catalogs. It can also be integrated into any website. [JumpTech](#) also offers end-user inventory control solutions.

[StructuredWeb](#) brings a custom front-end solution. A website solution that enables a custom catalog offering to appear as the online catalog (coupled with a JumpCart catalog perhaps) for your client. It also handles customized SKUS (i.e. your inventory items). It can be a customized with a B2B online store for all the products and services your client needs from your company. It's a turn key solution with the major business products wholesalers that includes a built-in electronic ordering capability. StructuredWeb also offers an integrated CRM solution linked to an email campaign management solution. This provides a targeted message customized to specific clients and allows for a sales campaign management solution to follow up with customers in a timely manner.

March 7-9 | Nashville
Nashville Airport Marriott

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