

COMMERCIAL BEST PRACTICES: AG RETAIL & DISTRIBUTION

The business of distributing and retailing Crop Protection, Seeds, and Fertilizer requires a careful balance of cost and price. In the top-performing US businesses (which are also the most profitable), Smartwyre has identified a pattern of commercial best practices which are the key to improved returns. Significant financial gains are available to those Distributors and Retailers equipped and empowered to implement this best practice:

PURCHASING AND SALES TARGETING

AVERAGE PERFORMER

Active ingredient purchasing and sales loyalty programs either missed or overshot

TOP PERFORMER

Active ingredient purchases and sales tracked on an actual and forecast basis; visibility updated daily

4%

COGS position advantage vs. product sourced outside loyalty programs



<https://www.smartwyre.com/contact/>