

# 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:

## INVENTORY OPTIMIZATION

### AVERAGE PERFORMER

Purchase and sales forecast 1x, at beginning of season; purchases forecast based on prior year history

### TOP PERFORMER

Continuous sales forecasting in place, updated by sales leaders monthly; purchases adapted to optimize inventory and maximize potential rebate earnings

**5-10%** reduction of inventory balances based on sales



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