

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:

PRICING ENABLEMENT

AVERAGE PERFORMER

Crop Advisor or Sales Reps' price lists maintained in Excel and then photocopied and bound (3-ring binders)

TOP PERFORMER

All price lists digitized, segmented by branch and grower category; prices updated real-time and published to internal portal and mobile app

2% GP improvement on the 5% of sales priced inaccurately



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