

# 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:

## FIELD PRICING OPTIMIZATION

### AVERAGE PERFORMER

Branch-level price lists at discretion of branch manager (or Crop Advisor), with little management visibility of prices until month end

### TOP PERFORMER

Grower-segmented pricing guidance created centrally and published to branch manager and Crop Advisor; exceptions visible by all levels of management

**+1%** GP improvement at Point of Sale



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