

# 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:

## PRODUCT SUPPORT STRATEGY

### AVERAGE PERFORMER

Product brand recommendations based on grower's prior year purchases, list price, or manufacturer sale rep influence

### TOP PERFORMER

Product recommendations to grower driven by comparison of more profitable substitutes at point of quotation based on priorities set by head office

**+2-3%** GP improvement



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