

Stop Selling to Your Wholesaler. Start Partnering With Them.

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Why your wholesaler is your #1 account

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Your wholesaler is more than the company that gets your beer to market. They are a critical partner in getting your brand sold, prioritized, and executed in the field.

They are both your customer and an extension of your sales team, investing in your beer and bringing the relationships and local market knowledge that help your brewery reach more accounts. Their support and follow-through shape the opportunities your brand gets every day.

That's why your wholesaler is your number one account: the strength of that relationship affects your business across an entire market.



Get to know your wholesaler – Names and Positions

1. Get to know your wholesaler – Names and Positions

a) Who has the power

b) Who gets things done

c) Who can give you insight

d) Take notes on each wholesaler contact – get to know them

e) Develop trust with everyone – Sales, Office, and warehouse staff, etc



2. Be visible and present





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a) Attend wholesaler sales meetings consistently – before or after

b) Know your salespeople's routes – bump into them at an account on a regular basis

c) Get up signage at your wholesaler – POS – maybe build a monthly bulletin board updating everyone with what is going on in our world. Create and share digital assets

2. Be visible and present

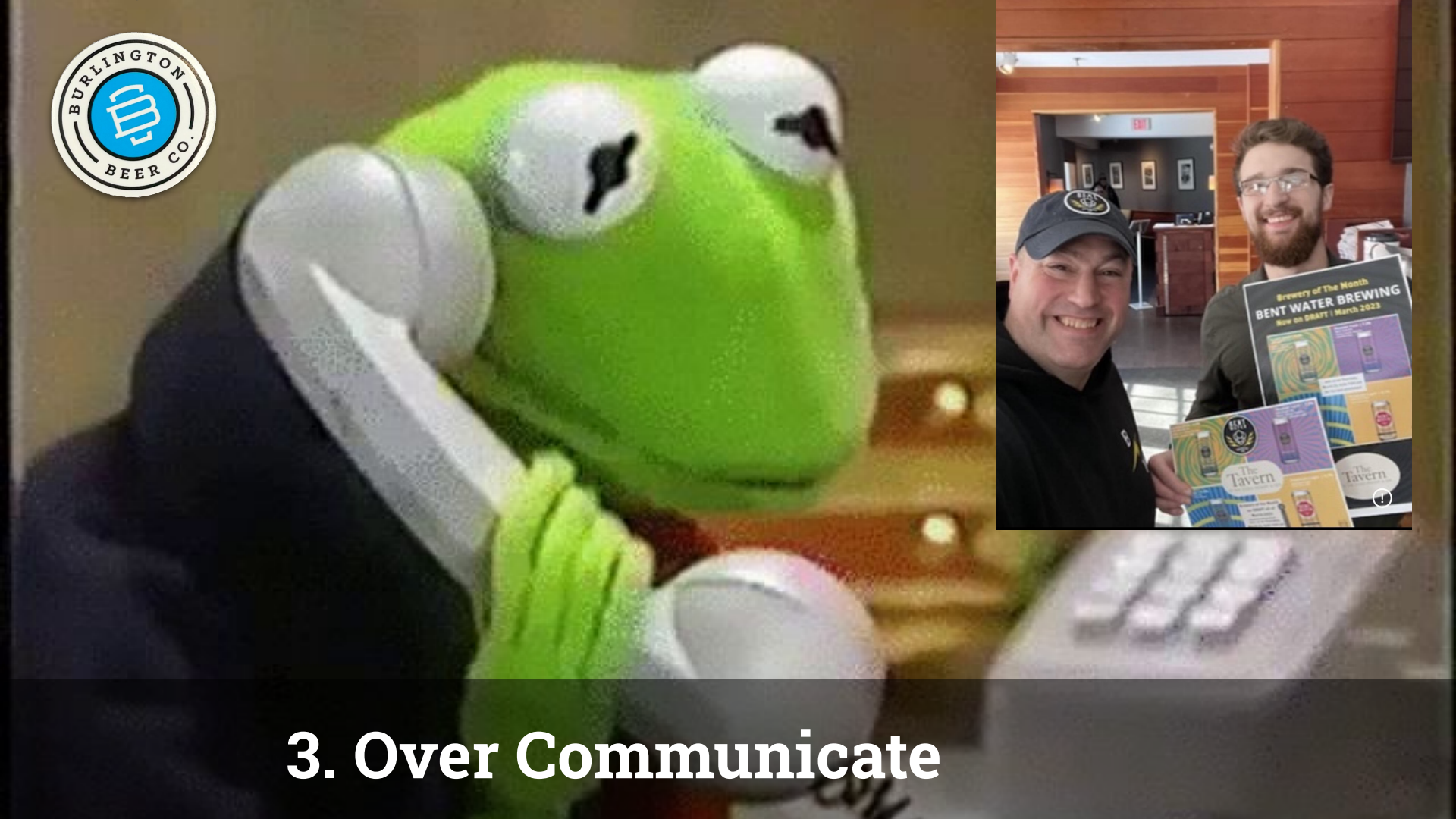
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d) You must be active and visible in your top 50 on and off premise accounts. 80% of business is done in 20% of the accounts. You only have so much time each month in the trade, targeting the top tier has ROI for both sales and wholesaler relationships

e) Your own follow through is priceless

f) CONSISTENT presence will help make your wholesaler accountable

g) Show passion, know the story, and coach through your examples



3. Over Communicate

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a) Set up planning meetings with your wholesaler manager – monthly/quarterly

b) Put together a monthly newsletter or sales update sheet for wholesaler managers so they can move information to their teams

3. Over Communicate

continued

c) Follow up – Leave messages, speak face to face, and use their inboxes (correctly). Take into account their world and communicate correctly. One message that explains it all simply and clearly

d) Never assume – Check up on your wholesaler follow through – team effort. Take ownership of the entire plan

e) CONSISTENT communication will help make your wholesaler accountable





4. The Individual Relationship





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a) BE PROFESSIONAL – separate yourself from other supplier representatives

b) Never take your relationship for granted

c) Get the most out of your best relationships – push them

d) Work your weakest links the hardest – develop them

4. The Individual Relationship

continued

e) Make them feel connected to us – Brewery visits, share the story

f) Always be honest and upfront about what you can and cannot do

g) You must show your appreciation for their help – handwritten thank you notes!

h) Be the go-to person that they think of when an opportunity arises



5. BE AN ADDED VALUE TO YOUR WHOLESALER

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a) If you are of value = You will earn THEIR RESPECT, their time, and their support. Including the owners, managers, and salespeople

b) The beer business is a TEAM EFFORT. You need to work together to get results! If they do not know about an opportunity or problem, THEY CANNOT HELP YOU!

c) Be proactive and prepared – with opportunities and problems


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“Show up on time with a good attitude and do what you say you’re going to do.”



Your next 30 day Challenge

Your next 30 days

1. Choose one wholesaler rep to focus on.
2. Bump into them ask questions on how you can help in their market
3. Send a recap and share a success story from your conversation with them then say thank you
4. Repeat the process over and over again!



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