

4 Ways Distributors Can Increase Customer Stickiness

How integrating your operations with your customers drives loyalty and greater share of wallet.

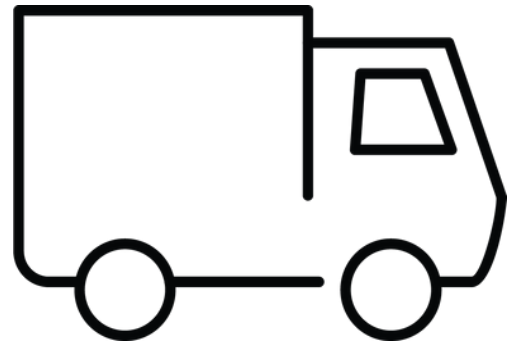


1) GREATER VISIBILITY

Tracking your customers' inventory usage, regardless of who supplied it or where it is stored, helps your customers do their jobs more efficiently and effectively, making it much harder for them to walk away at the sign of a lower price.

2) BETTER SERVICE

With better visibility, you can help your customers avoid future stock-outs and keep their technicians from having to run to the supply house for spot buys. That means your customers will complete more service calls, which will lead to more business.



3) MORE SALES OPPORTUNITIES

When you can track customer spending and spot buys from other distributors, you can uncover sales opportunities and spot competitor threats before they grow. The more your customers depend on you, the stronger your relationship will become.

4) STRONGER PARTNERSHIP

Become a proactive partner. Tracking returns, for example, can help you identify trends that may represent products that are defective, or used incorrectly. This allows your salespeople the opportunity to proactively offer the right solutions.



MarginPoint provides a mobile inventory management solution to HVACR, Electrical, Plumbing, Facilities Management and other organizations. Distributors partner with MarginPoint to deliver a solution that has a real bottom-line impact on their and their customers' businesses. Using MarginPoint, distributors can improve their supply chain and fulfillment operations based on customer-demand signals.

[Learn more at marginpoint.com.](http://marginpoint.com)