

Is your
**DISTRIBUTION
CHAINED**



Chained by
**performance
far below
potential!**


LEAP2EXCEL
Excellence through Synergy

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Studies convey that Organizations are losing sales saddled with Distributors who are content with incremental growth and status quo. Many a sales manager confesses that they are unable to spend quality time with them adding to the distributors' dissatisfaction. **In a nutshell, Distributors performance is not up to their full potential.**

So much so, some organizations have been compelled to weed out non-performing Distributors which comes with its own implications. And some others accept periodic churn and bringing in new ones. Considerable efforts though not all new Distributors have clicked either!! Paradoxically Distributors don't want to fail too.

Is there an alternative? What role do organizations have in Distributor performance? Have do we make two hands clap in success?

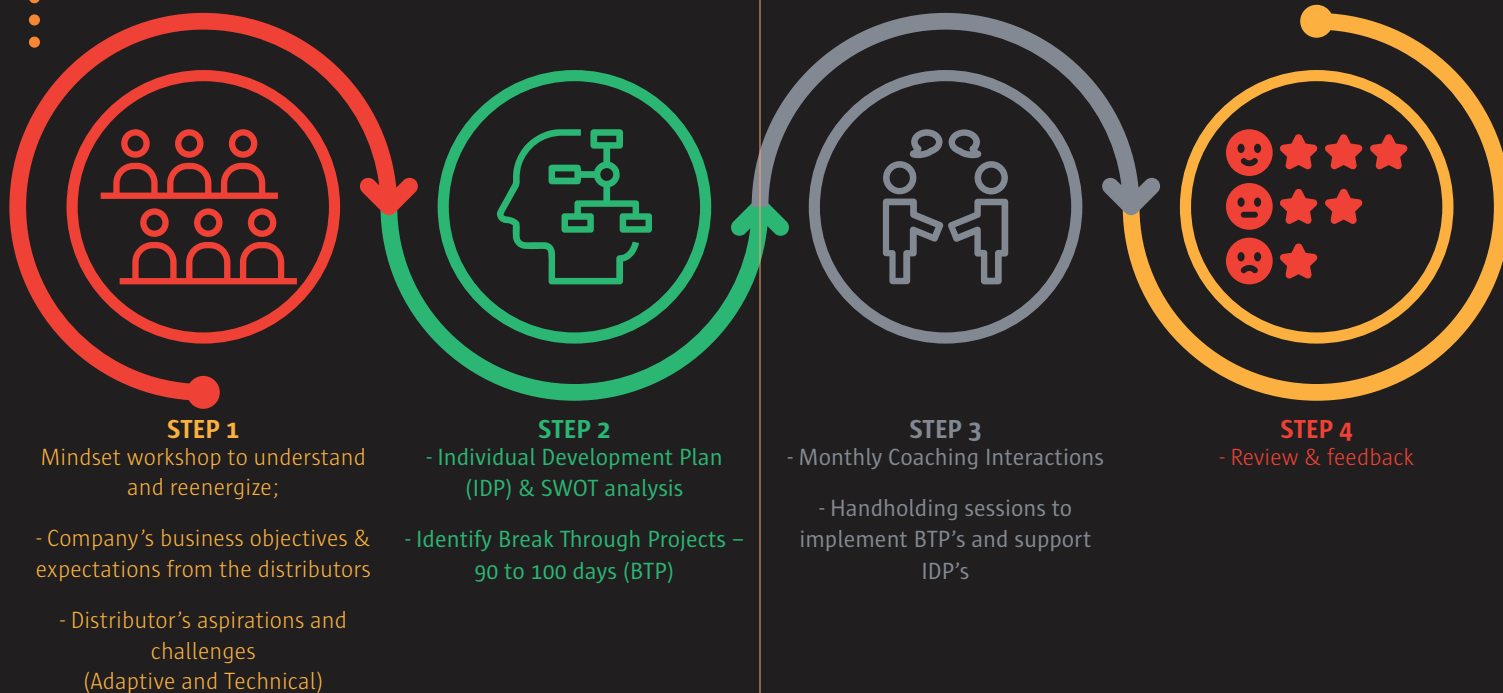
Inspired by our quest of a win-win approach, **Leap2Excel** work assignments in the area of Distribution Intervention tasted successes over the last 18 months.

The Verdict!!

Not so soon but top 3 reasons today are;

1. Mind-set, aspiration without perspiration
2. Family in transition
3. 80:2080 % of the business is done by top 20%

What did we do? A typical L2E Distribution Intervention would encompass a hybrid of the soft and hard dimensions:



Clearly, given as strategic as it is for both Organizations and Distributors, it is worth every effort to do all things necessary to make it mutually rewarding.

It does work for sure...

Our confidence has inspired us to opt for "pay for performance" contracts with Client Organizations. It could be the top 5 or the bottom 5 and it works either way very well.

About Leap2Excel... Leap2Excel Consulting is a group of



25 Industry weathered professionals with varied exposure coming from an enviable pedigree of MNC and Indian

Business experiences. L2E is a brain child of former SKF India Director Business Excellence and three other partners.

The scope of L2E is into management consulting particularly in the SME space and select large organizations across India. Some of our current assignments are into Leadership Coaching, HiPo Engagement & Talent Management, Audit and Process improvements, Sales & Marketing focusing on Distributor Engagement for Profitable Growth.