

Parts Distribution Strategy: Heavy Equipment Industry

The Challenge

As a heavy equipment manufacturer, your channel partners (distributors, dealers and commissioned sales representatives) are vital to the success of your business.

Your channel partners may not have the capacity or customer demand to carry all of your replacement parts all of the time. Additionally, customers often have parts replacement needs when your channel partners are closed. Your customers' operations, profitability, and safety are jeopardized with each passing minute that your equipment is not operational.

Your challenge is to deliver mission critical parts expeditiously, prevent customer defection, and increase order efficiencies, while preserving channel partner relationships.

The Solution

Reshare's proven enterprise software solution, Distribution Relationship Management (DRM), enables your customers to purchase products directly from you online while you maintain channel partner relationships.

DRM also allows your channel partners to purchase from you online.

Reshare allows you to maximize your revenue stream while reducing sales & marketing costs. Your channel partners enjoy additional revenues and improved efficiency. You have complete control of how products are presented, marketed and sold.

Reshare develops cohesive strategies to build a sustainable competitive advantage for you and your channel partners. By acting as a third disinterested party who processes payments and provides reporting to all channel partners, we assure that trust is established.

Patented Software

Reshare offers the only patented (US# 6,594,641 and foreign countries) software that enables you to:

- Deliver mission critical parts to customers in the most expeditious manner
- Sell directly to customers while sharing profits with channel partners
- Credibly demonstrate fairness to channel partners

- Allow new customers to locate and select an appropriate partner
- Gain access to valuable customer information

Internet & Channel Experience

With over 20 years of online experience across a multitude of industries, we offer software and strategies that resolve channel conflict, streamline sales processes, guarantee brand control, and enhance relationships between all channel partners and end users. We have a deep understanding of the benefits and challenges of distribution. Our mission is to increase profitability and market share for you and your channel partners.

Serving Your Customer

Online orders can be made at any time of the day or night and, depending upon urgency, be routed to a distribution center that can deliver the part to the customer in hours, limiting production downtime. A complete online catalog of parts is easily updated and maintained assuring increased efficiency by channel partners

and better service to customers.

The ability for your channel partners and clients to use Reshare DRM to automate all of their purchasing with you will reduce your processing costs tremendously! Moreover, the use of online ordering greatly reduces order-taking time. This frees up those in sales roles to focus more on value-added customer service and prospecting.

Additional Benefits

- Order processing cost reduction of up to 72% across all channel partners
- 24/7 ordering availability
- Increased order accuracy
- Reduction in handling, loss, theft, damage, insurance, and warehousing needs for channel partners
- Increased order size as the result of ease of use and access
- Direct relationship with equipment owners that enable you to conduct product research and obtain valuable customer feedback
- Up-selling and cross-selling abilities for other products
- Absolute brand control

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