

Create Market Specific Catalogs

If you have JM Catalogs, you have a very powerful tool at your disposal. Use it to create a market specific catalog and you can quickly make a very positive impression on your customer. The impression will be something like: we know who you are; we know your challenges; we can help you with your challenges because we have relationships with many who share the same challenges; and we have products designed specifically for you needs. If designed right, this catalog will also guide your sales rep through a very organized presentation while highlighting your most profitable offerings.

You probably already recognize the value here but also recognize that there is a fair amount of work involved. So you intend to build one next month...when you will have more free time...

Firstly, JM makes the project way easier than you might think. Secondly, by far, the most difficult part of the task is getting started. "I want to make this perfect and I'm not sure what that means." Don't let *perfect* stand in the way of *good*. I have forced a few distributors to get started and we have found some Dimensions techniques that make it fun and easy to get started. The fun part is discovering, or confirming, aspects of your Sales Groups, Item Categories, Suppliers and Items that make it clear to feature these and leave those out.

Follow these steps In Dimensions

Select View: **Sales Activity**

Select Dimension: **Market Group Choose (All Market Groups)**

Change Avg Cost to **Rebate Cost**

Change Monthly to **Last 12 Months**

Run Report

Click on **CY** under the GP column header. This sort will put your highest \$GP producers at the top. I would look to the top several on the list with an eye towards GP%. High \$GP and high GP% defines a niche that I would like to leverage. Although...you may want to choose a Market that you are under performing in due to lack of attention.

Click on the Drill Down box and choose: **Item Category**

Click on the underlined Sales Group to the left that you have chosen to focus on.

Click on **CY** under the GP column header. This sort will put your highest \$GP producers at the top. I would again look to the top several on the list with an eye towards GP%.

This will help you identify the Item Categories which should receive the most prominent placement in your catalog. Remember that \$GP is one indicator of Market acceptance of your offerings but not the only one. There may be some specialty items that are specific to Health Care that might not be high volume but are great impulse buys (micro fibre for example). Feature them.

Once you have your arms around the rough design, decide which suppliers in each category you want to promote.

Click on the Drill Down box and choose: **SupplierName**

Click on **Chemicals**. Again click on **CY** under the GP column header. Again look for the top producers with good margins. Decide which suppliers should be featured and which will not be represented in the catalog. At this point I would be remiss if I didn't encourage you to promote the supplier with which you have that great relationship and field support to help you focus on the selected market. First ask, "Are their items strategic to the Market you have chosen?" If yes, and if that supplier is not high on the margin list it is a perfect time to let them know that you would like to place their items prominently in your Catalog but we need to put a strategy in place to increase margins.

Using what you have learned, or confirmed, select the Item Categories, Suppliers and Items to fill the catalog and sequence them according to their relative importance to the Market and to your profitability.

Market Specific Items:

Select View: **Market Analysis**

Select Dimension: **Sales Group and choose: Contractors**

Select Dimension: **Item Category and choose: Chemicals**

Click: **Run Report**

Change Categories to **Items**

This shows the top 10 Chemical Items Contractors buy from you. Choose those you will feature with an icon that represents “Items that Contract Cleaners prefer”. Don’t forget to feature Green items and New items in the same fashion.

For help with Dimensions variations contact Matt

For help with Catalog and Marketing contact Chad