How to Drive Superior Results Through Trading Partner Collaboration

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Our Purpose:

To uncover how businesses working together can consistently generate sustainable growth
Advantage Report

30 Years of Experience

3,500 Participants in the USA

1,100 Interviews a Year in the USA

35,000 Participants Worldwide
At stake is 5% sales growth
Retailers receive more support when they collaborate.
Retailers receive more $’s when they collaborate
Retailers lose investment when they do not collaborate.
How to be a Top Retailer:
How to be a Top Retailer:

These fundamental behaviors will help your business more forward faster.
How to be a Top Tier Retailer

1. Collaborate don’t dictate

2. Great Communication

3. Follow Through / Follow Up
How to be a Top Tier Supplier

1. Great Supply Chain
2. Consistent Performance
3. Proactive Communication
How to be a Great Communicator

1. Open / Proactive

2. Cross-Functional Alignment

3. Trust
Solving the Challenges of an Omnichannel World
What are ‘Best in Class’ suppliers doing to help retailers overcome these challenges?

1. Share Learnings
2. Accurate Product Content
3. Personalize to Retailers Customer
What are ‘Best in Class’ retailers doing to help suppliers overcome these challenges?

1. Collaborating internally and with suppliers
2. Embrace test and learn
3. Building a strong presence online
Solving the Challenges of an Omnichannel World

OPEN UP & COLLABORATE
Thank You

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