

An introduction to

DISTRIBUTION



shirlaws
Love Enterprise

Introduction

Purpose of this document

This document provides an introduction to the concept of the Shirlaws Distribution Framework.

What is the Distribution framework about?

Context – managing relationships

The purpose of Distribution is to source clients, and this is accomplished through managing relationships. The framework helps a business develop pre-sold referrals that create and maintain a steady flow of new client activity, replacing the peaks and troughs a normal business endures.

Content

Building strong Distribution relationships feeds business operations. It helps a business understand the type of clients they have and the type of clients they would like to attract.

Distribution is the people, systems and methods used to market and distribute product.

The key to developing Distribution lies in a planned approach to:

- Managing client relationships
- Scheduling Distribution activities
- Ongoing monitoring and analysis.

To build a company's long-term Distribution:

- Define the company's Positioning
- Develop Distribution sources to match the company's strategic market Positioning
- Develop Distribution relationships preferably with primary sources
- Work to ensure that the Distribution relationship is pre-sold.

Commercial and Cultural Outcomes

Whenever a Shirlaws framework is implemented within a client's business, it is necessary to identify, quantify and qualify the **commercial** and **cultural** outcomes of that implementation process.

In this context, commercial outcomes are those that can be quantified by numbers, the facts, figures – the hard side of business.

Cultural outcomes are based on the softer side of the business, i.e. feelings, emotions, behaviours.

Some examples of commercial and cultural outcomes from implementing Distribution in a business may include:

- Creating and maintaining a steady flow of new client activity
- Clarifying the type of business coming in
- Specific margin calculations

- Generating consistent income and replacing the typical business activity cycle of peaks and troughs
- Ensuring a constant flow of pre-sold quality referrals which are the cornerstone of building a business
- Developing long term relationships with service providers
- Trust and honesty
- Clarity of relationships and expectations

L1 Concept

What is Concept?

The **Concept** layer refers to the vision and ideas generated. It is the process of introducing an overview – the **why**.

What does the Distribution Concept look like to the client?

- The client has awareness on creating pre-sold clients.

What does the Distribution Concept feel like to the client?

- Curious

What blocks the client from moving to the next layer?

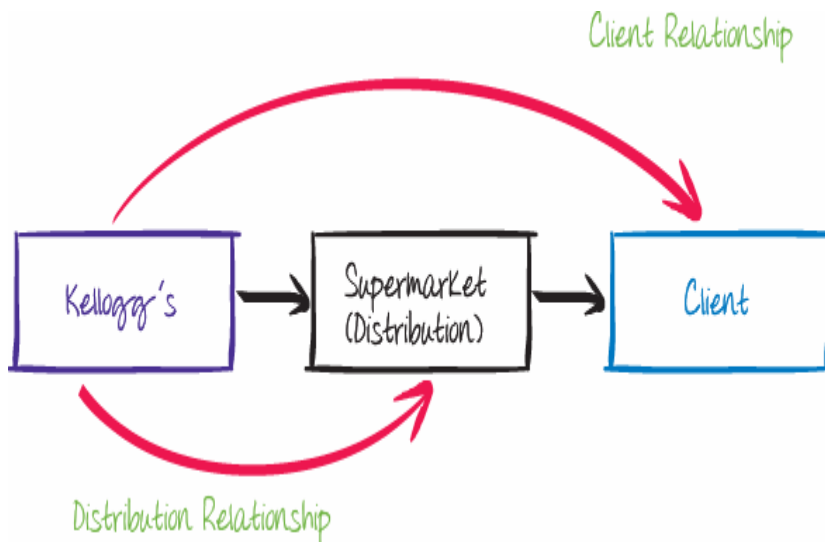
- I don't have time for this.

What expectations need to be set with the client?

- it takes time to build the relationships – it's not going to work with only four meetings and no further follow up.

What does the Distribution Framework look like?

The following is a depiction of the core diagram for the Distribution Framework.



Copyright Notice 2019

This publication is protected by copyright. No part of it may, in any way whatsoever, be reproduced, stored in a retrieval system or transmitted without prior written permission. Names of products mentioned in this publication are used for identification purposes only, and may be trademarks and/or registered trademarks of Shirlaws Group. Screen images in this publication are used for illustrative purposes only and may be the intellectual property of Shirlaws Group.