

THE IN-PERSON SALES CHANNEL IN MANUFACTURING & DISTRIBUTION

As B2B eCommerce becomes table stakes for success, some industry analysts have predicted that the end is near for the in-person sales channel in manufacturing and distribution.

However, results from the 2016 Manufacturing & Distribution Sales and Technology Report tell a different story.



THE BASICS

87%

of manufacturers & distributors currently employ a field sales team.

88%

of respondents' sales teams stayed the same size or grew larger over the past year.

IMPORTANCE



90%

of manufacturers and distributors stated that their in-person sales channel is important to their business.

46%

of those said it's extremely important.

B2B ECOMMERCE

84%

of those respondents with B2B eCommerce reported that the size of their field sales team grew or stayed the same size over the last year.

44%

of manufacturers & distributors said that customers prefer placing orders online, **but occasionally want to order through sales reps.**

STRATEGIC SERVICES



Respondents with sales reps offering the following services to customers:

- 77% New product introductions
- 65% Inventory checking & shelf stocking
- 61% Order recommendations
- 52% Product training

Sales rep responsibilities most important to businesses:

- #1 New customer acquisition
- #2 Merchandising & marketing support
- #3 Order writing

TECHNOLOGY

58%

of respondents stated that investing in mobile order writing software for their field reps is a priority for their business.

To find out how you can optimize your in-person sales channel to drive more value for your business, contact us at today at info@handshake.com or 855-532-9044 (+1-646-434-2553 intl).

ABOUT HANDSHAKE

Handshake provides the B2B Commerce platform for manufacturers and distributors that powers standout ordering experiences both in-person and online.

