



*Dwight Look College of Engineering*

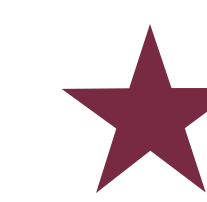
**INDUSTRIAL DISTRIBUTION  
PROGRAM**

TEXAS A&M UNIVERSITY



**TEXAS A&M**  
UNIVERSITY

# Distribution Competitiveness Guide



Global Supply Chain Laboratory

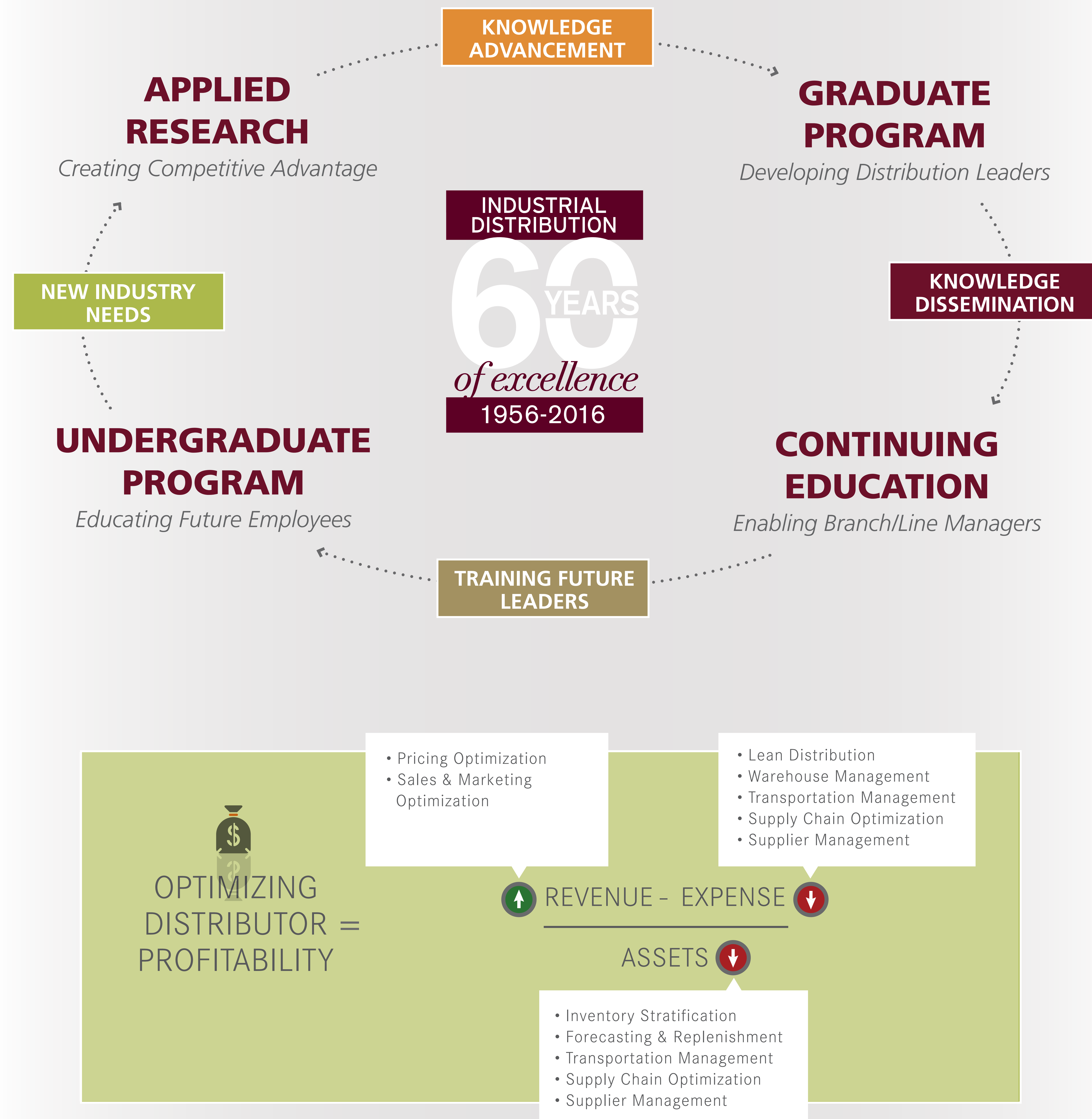


*Advancing the Science of Distribution*

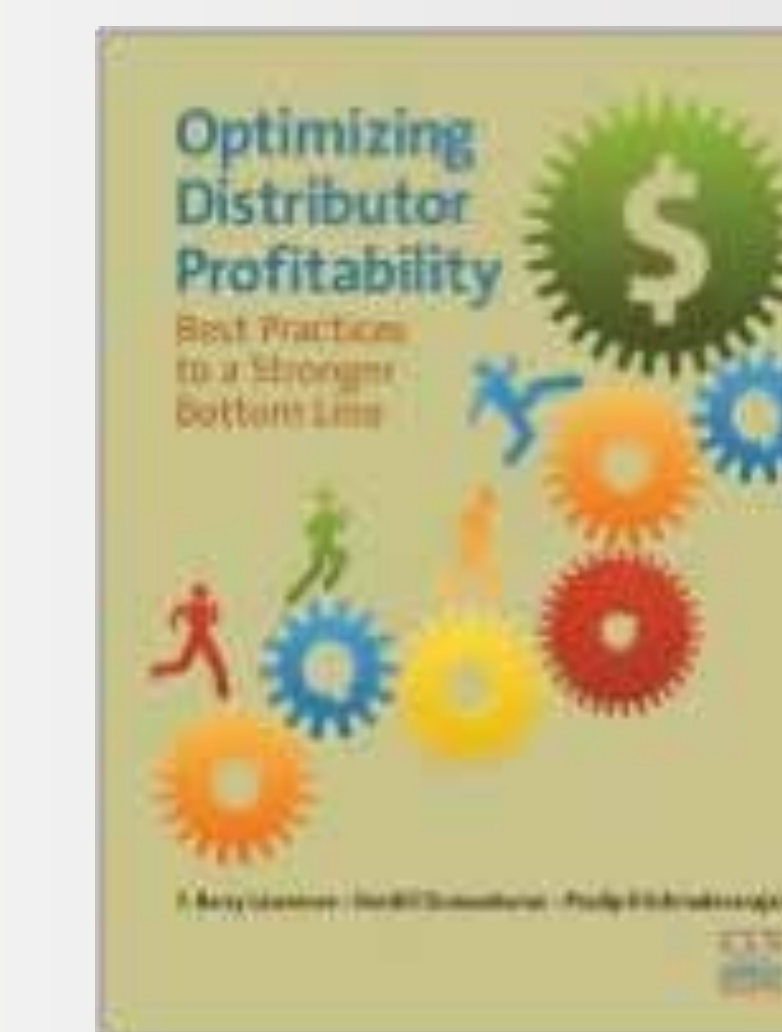




## Texas A&M Industrial Distribution Program



## Research Resources



### Optimizing Distributor Profitability: *Best Practices to a Stronger Bottom Line*

Available at: [www.naw.org](http://www.naw.org)



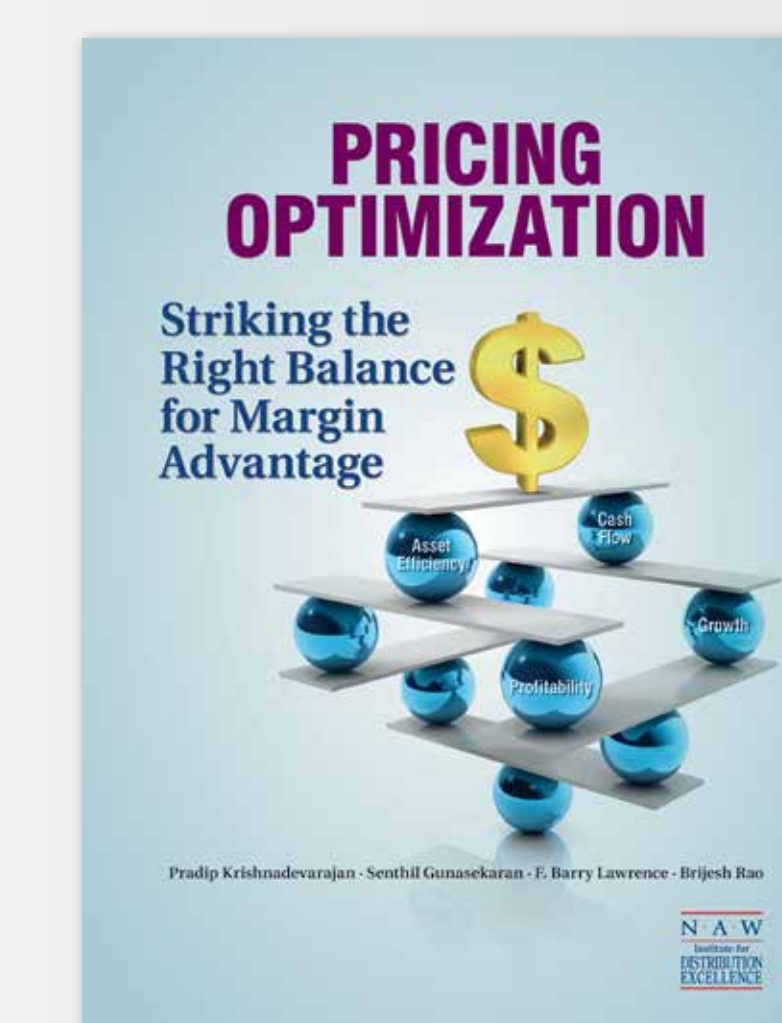
### Customer Stratification: *Best Practices for Boosting Profitability*

Available at: [www.naw.org](http://www.naw.org)



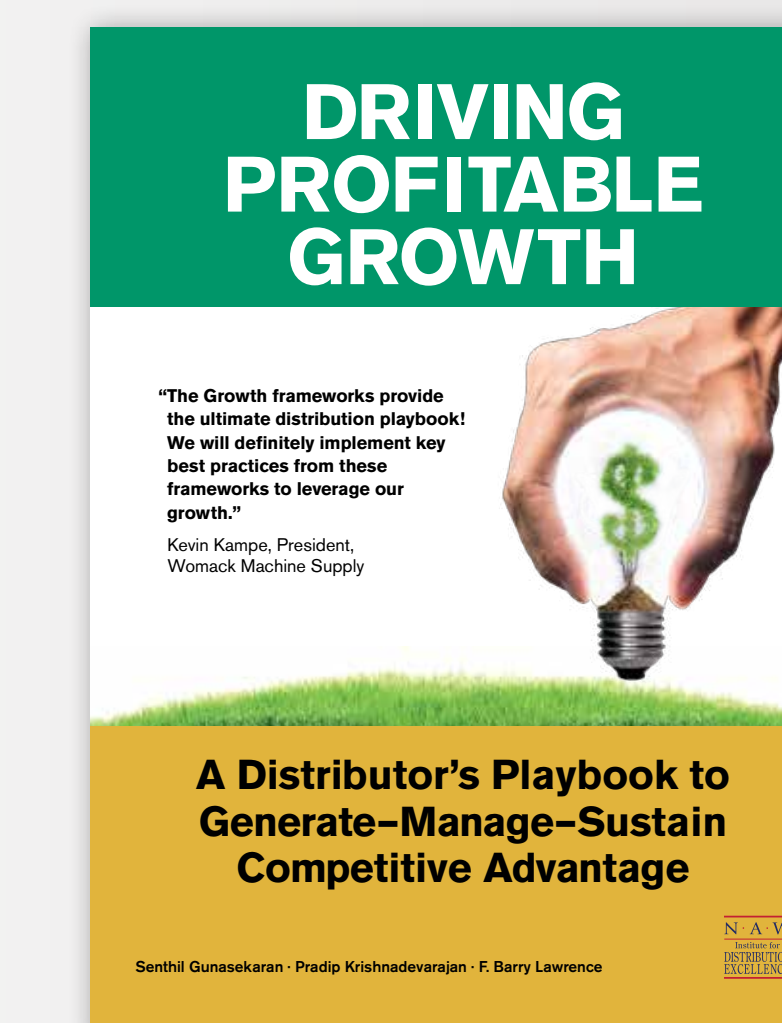
### Sales and Marketing Optimization: *Developing Competitive Value Propositions in Distribution*

Available at: [www.naw.org](http://www.naw.org)



### Pricing Optimization: *The Right Balance for Margin*

Available at: [www.naw.org](http://www.naw.org)



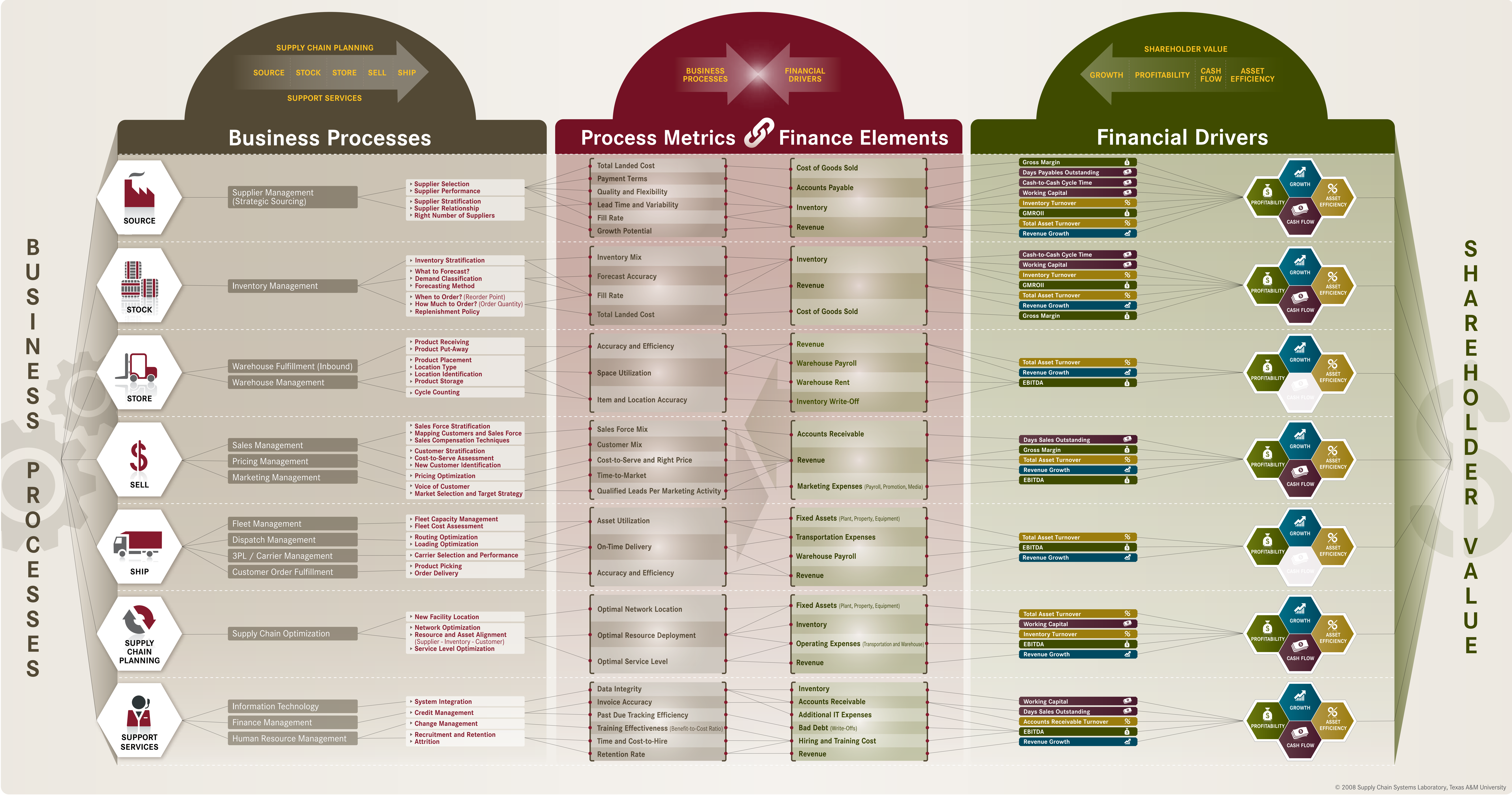
### Driving Profitable Growth: *Advantage Distributor's Playbook to Generate-Manage-Sustain Competitive Advantage*

Available at: [www.naw.org](http://www.naw.org)



# DISTRIBUTOR PROFITABILITY FRAMEWORK

Linking Business Processes and Shareholder Value

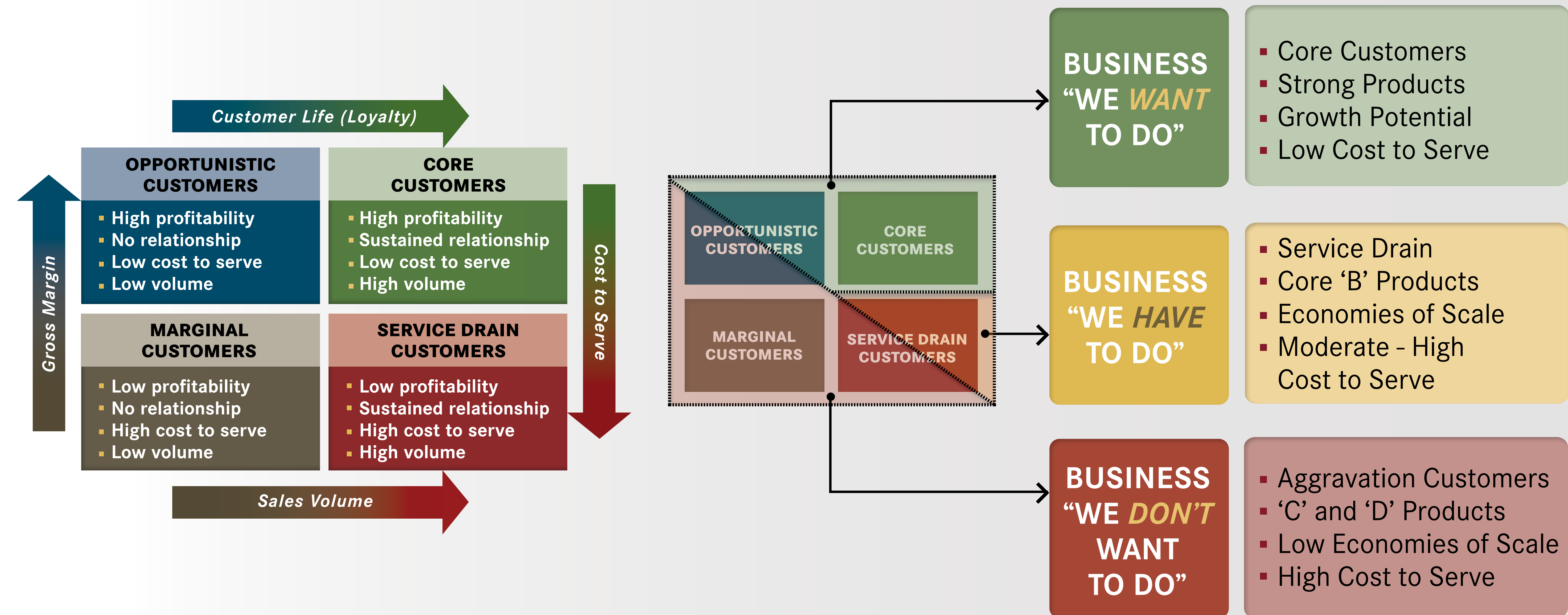


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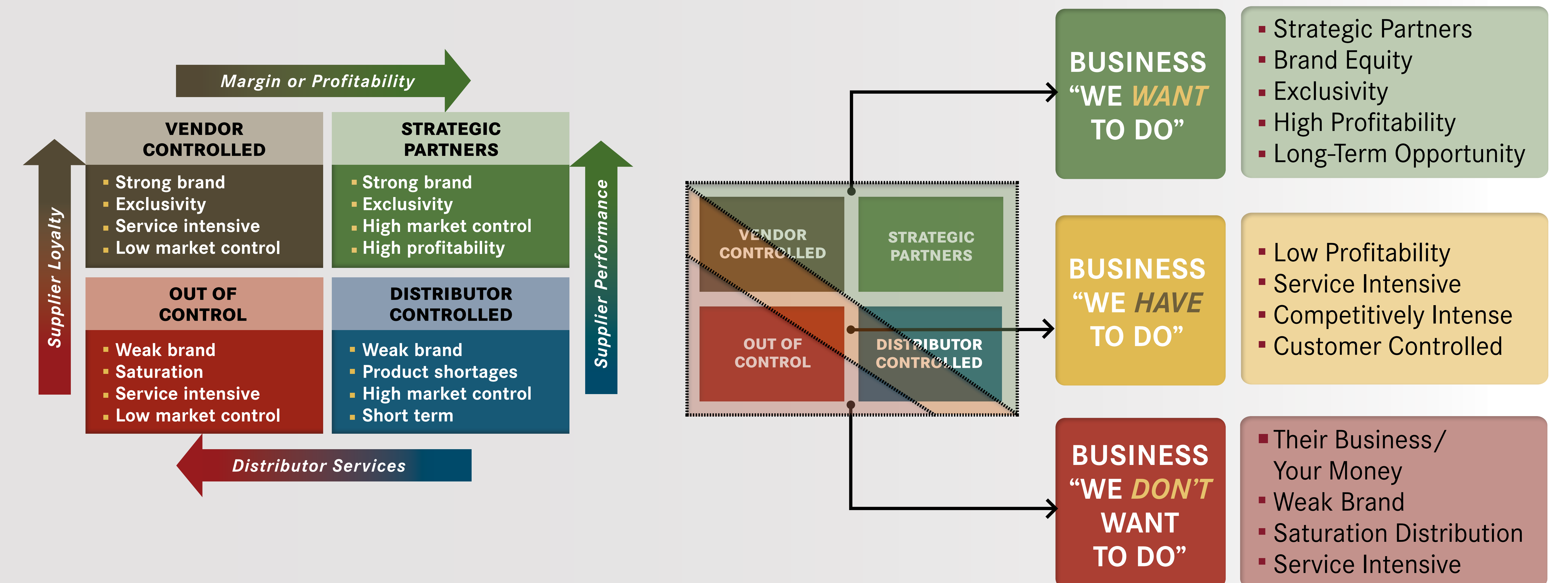




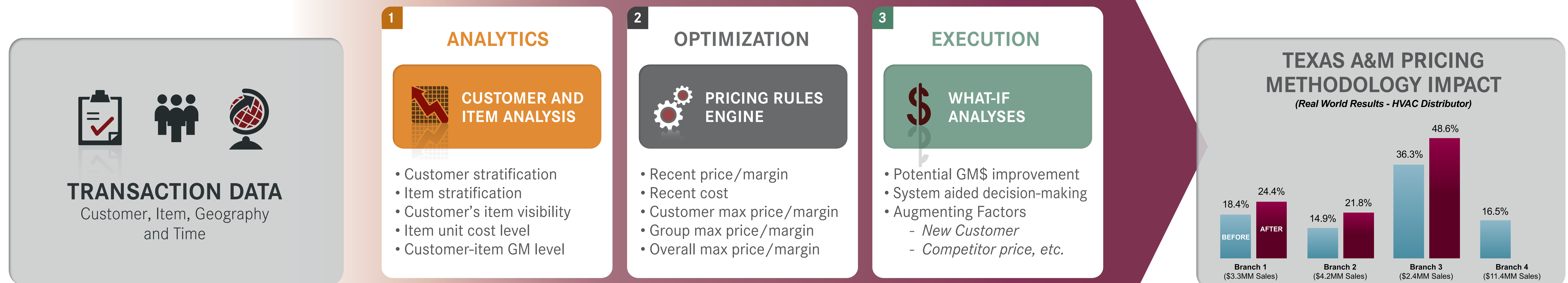
## Customer Stratification Model



## Supplier Stratification Model



## Pricing Framework

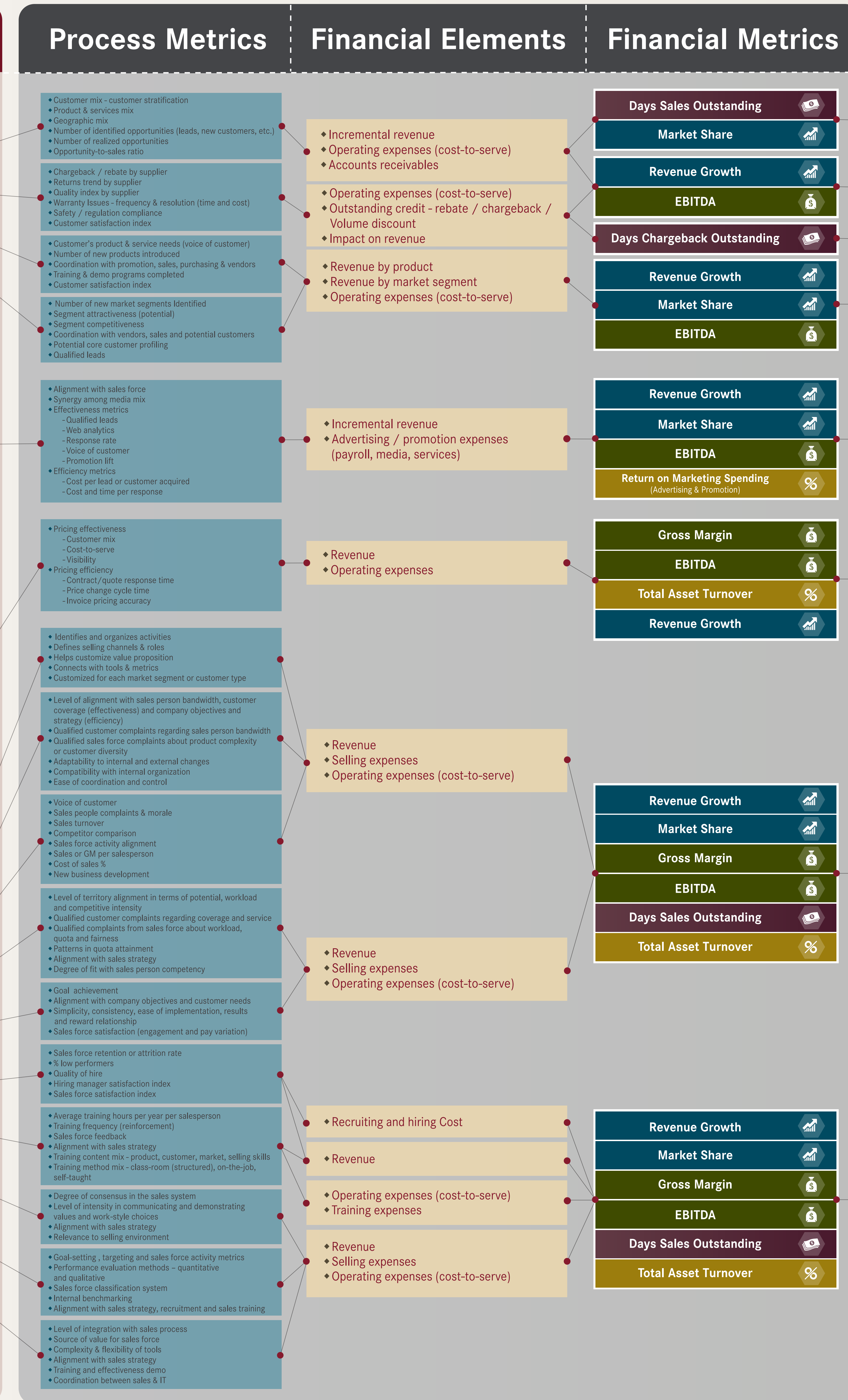
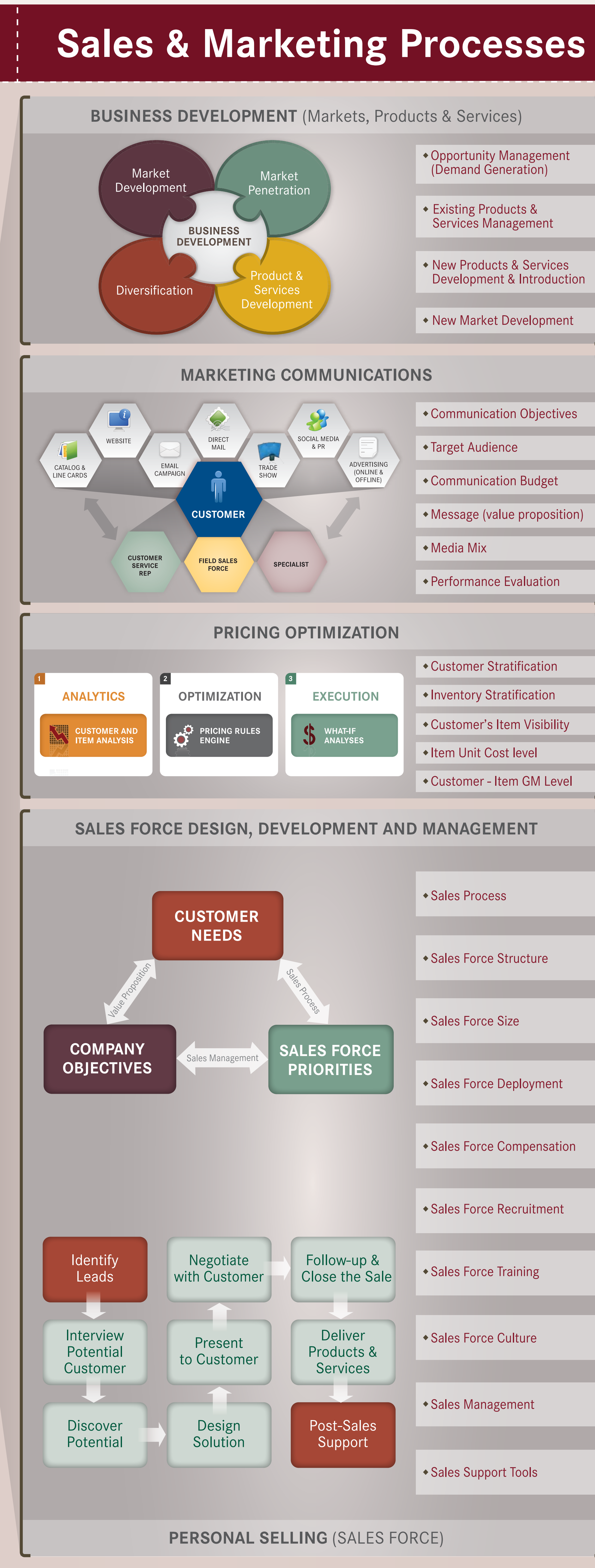
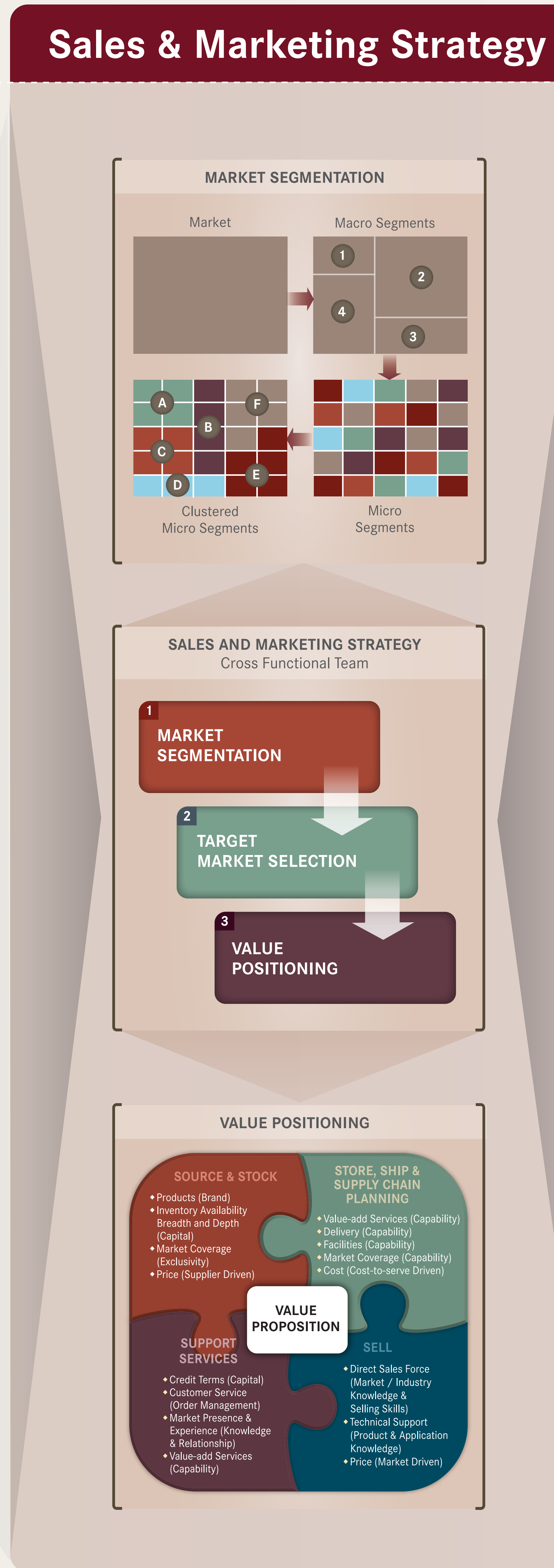
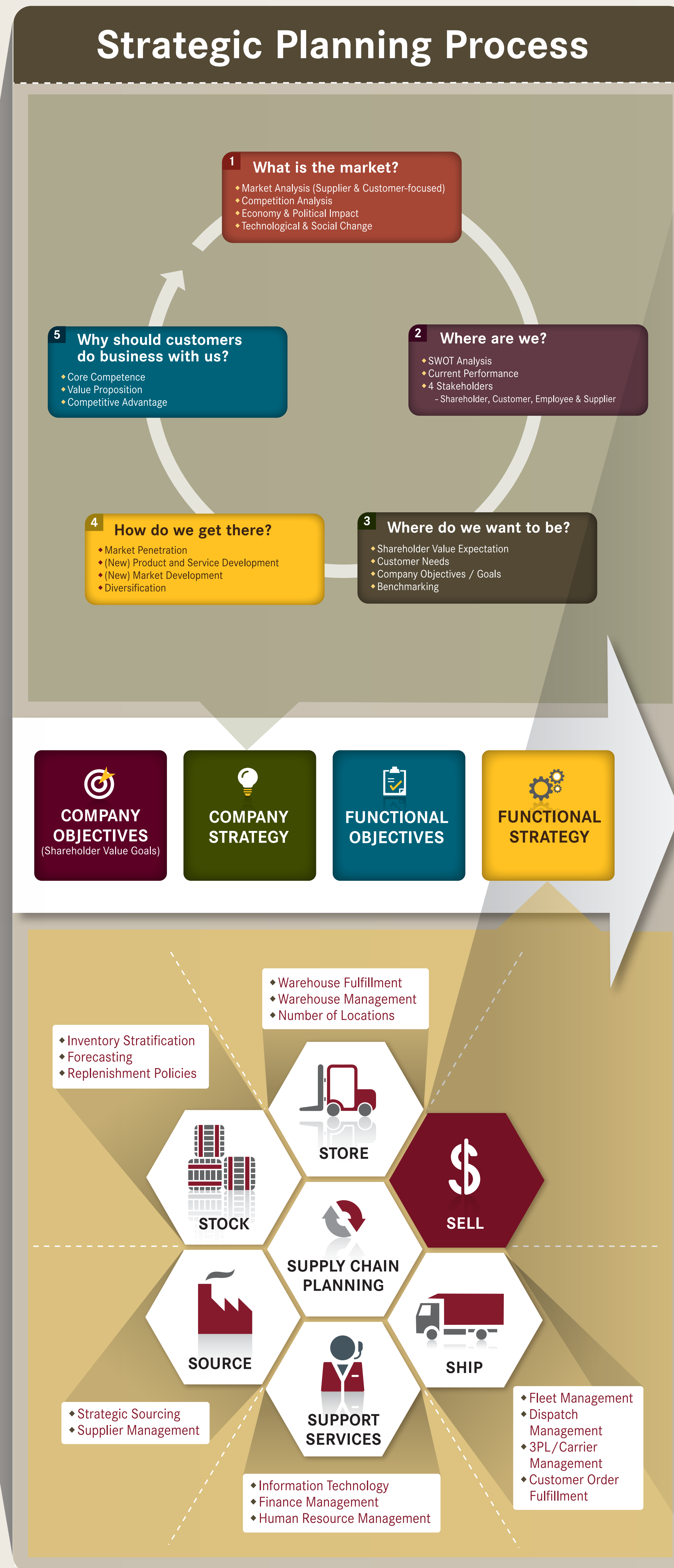




# SALES AND MARKETING FRAMEWORK

Linking Sales and Marketing Processes to Shareholder Value & Customer Service

COMPANY VISION & MISSION



SHAREHOLDER VALUE

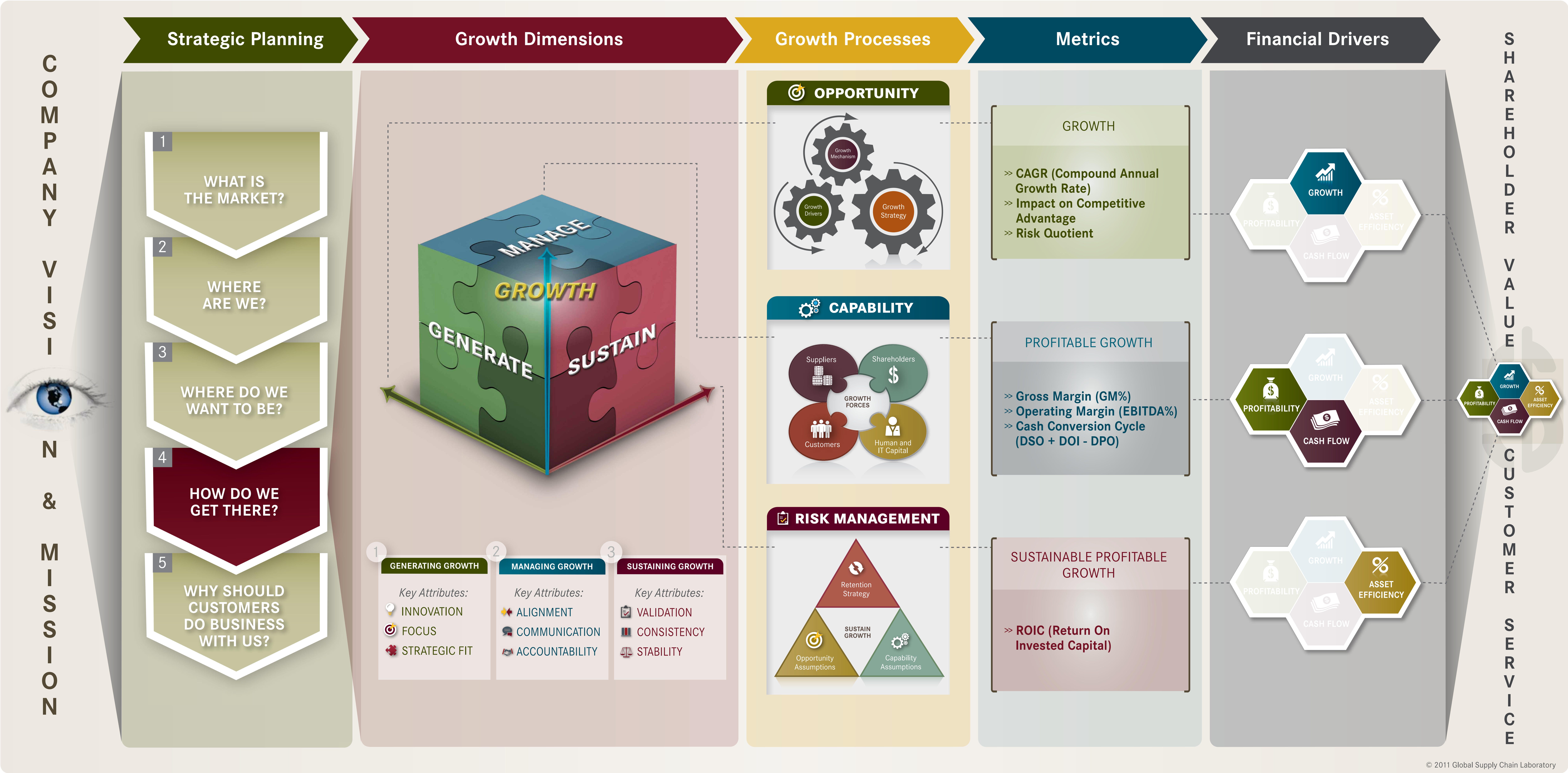
CUSTOMER SERVICE



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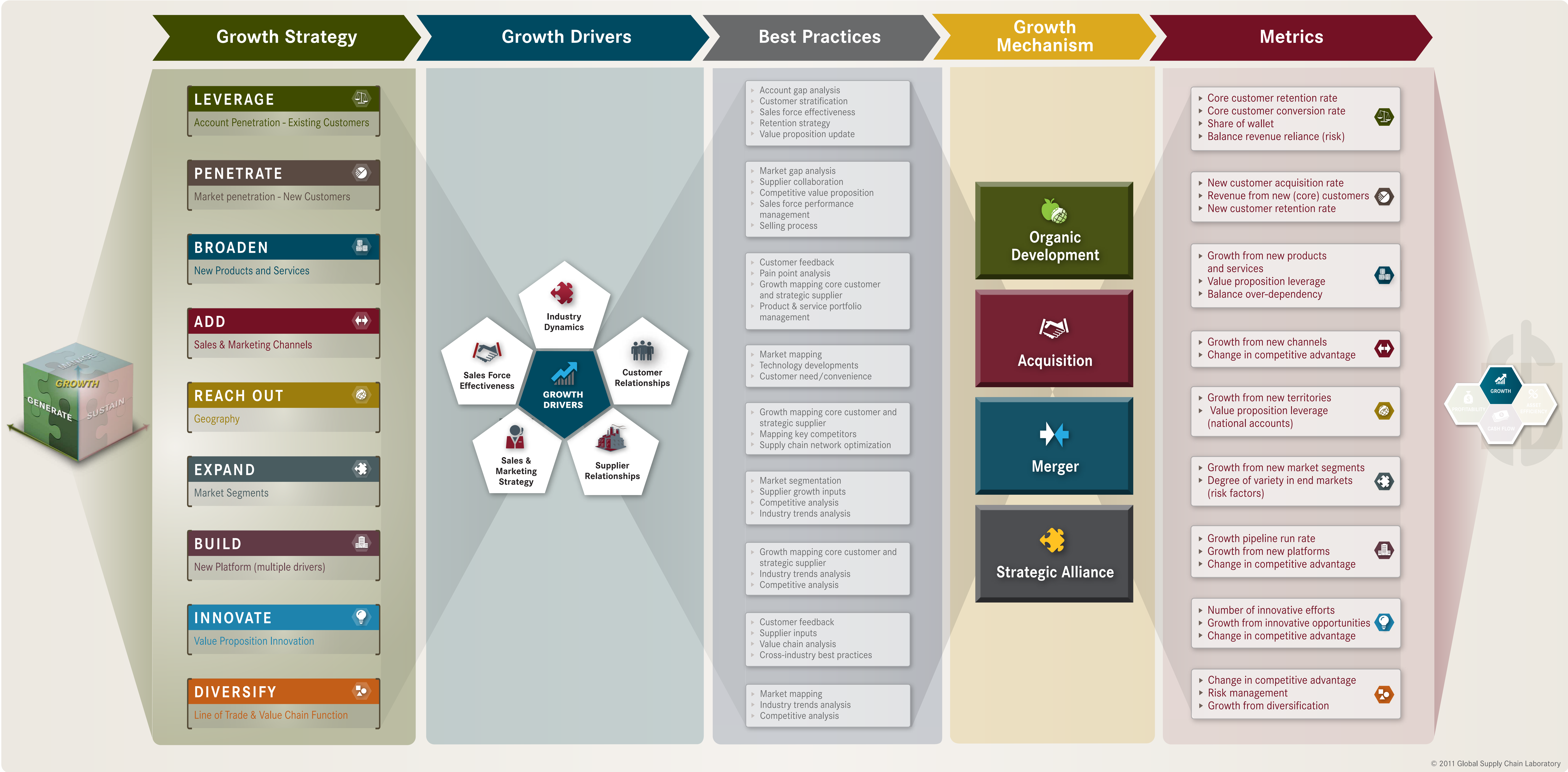
# DISTRIBUTION GROWTH FRAMEWORK





# GENERATING GROWTH – BEST PRACTICES

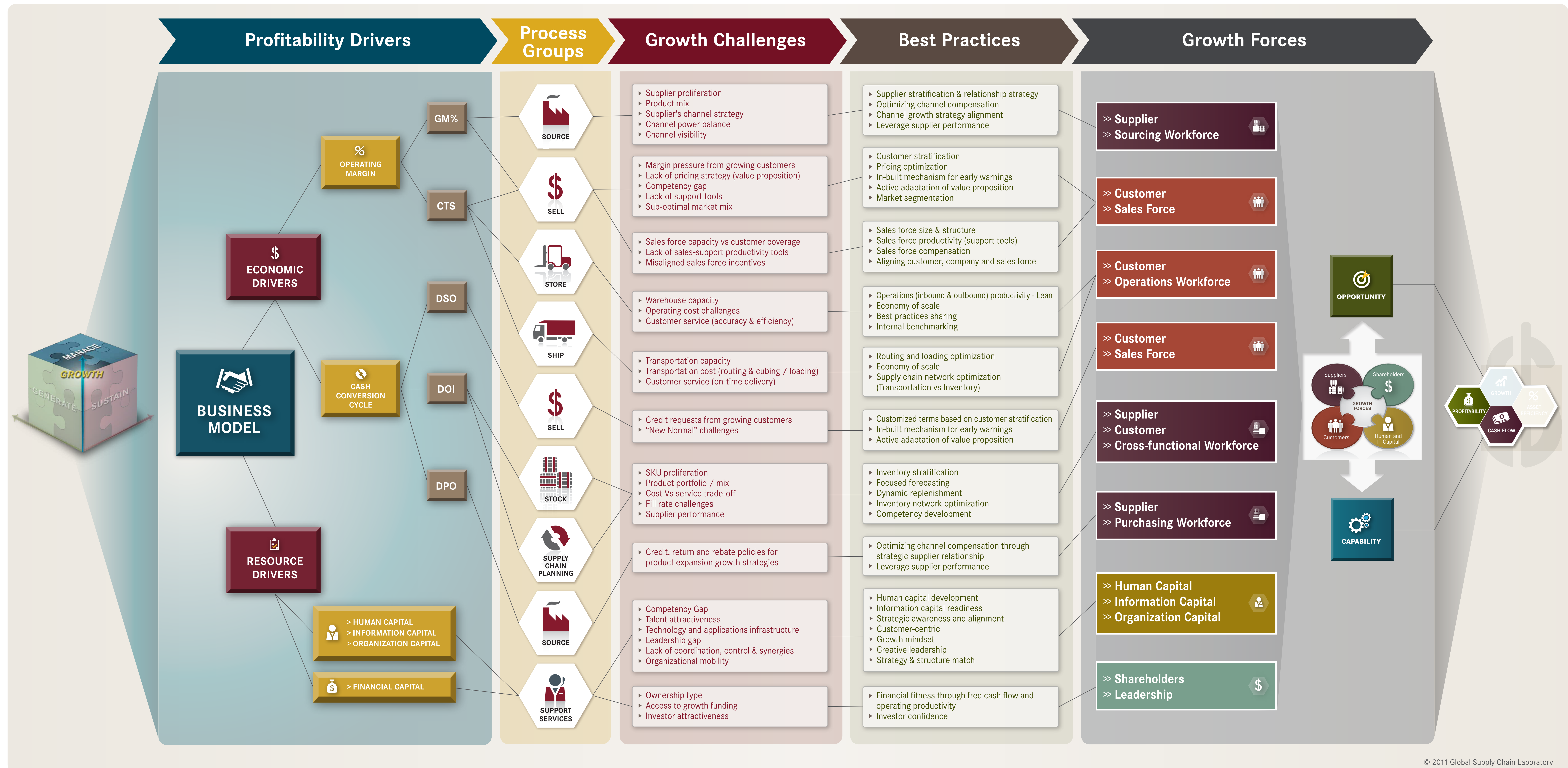
How do we generate growth opportunities?





# MANAGING GROWTH – BEST PRACTICES

*How do we manage profitability while growing?*

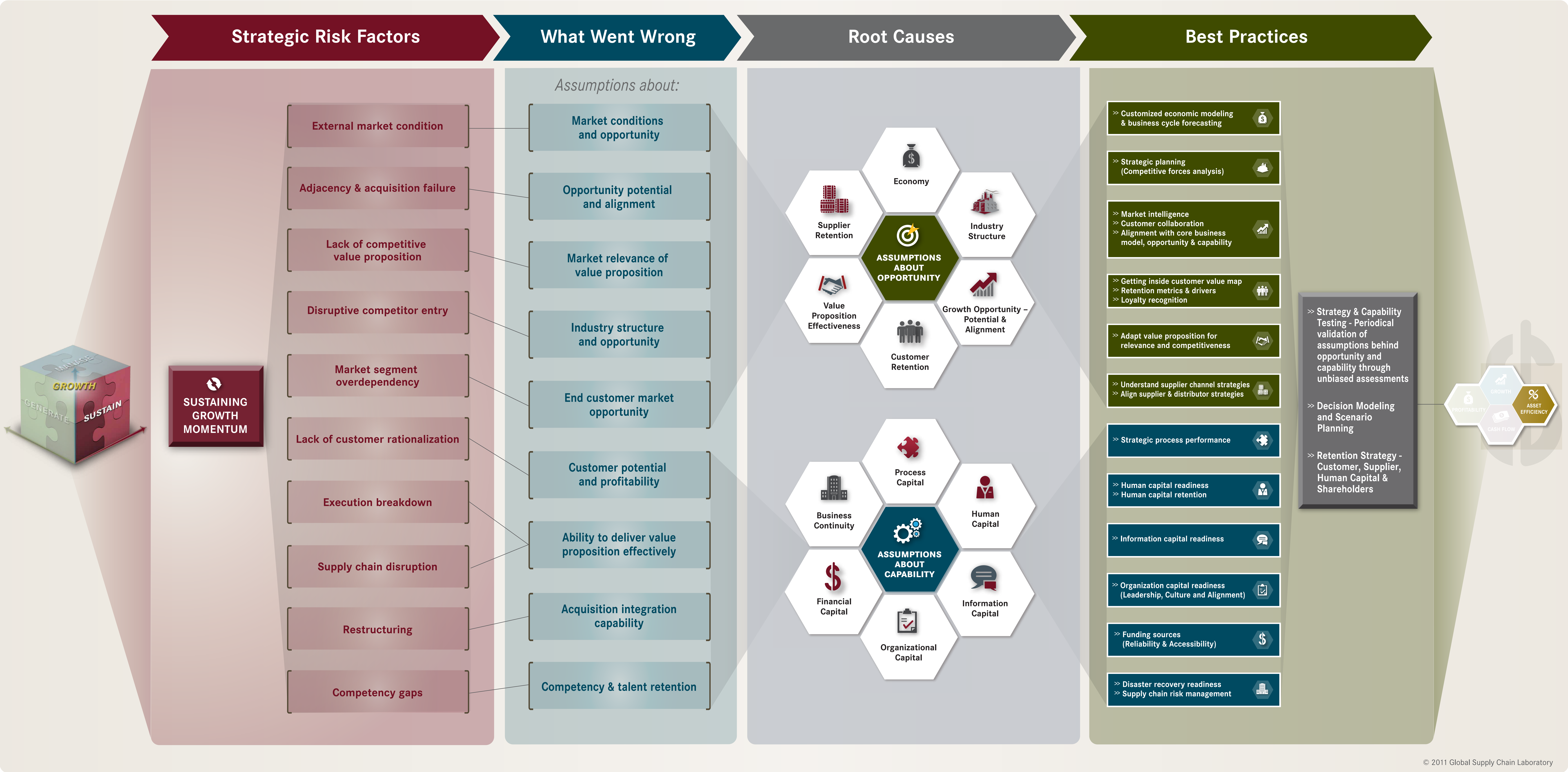


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# SUSTAINING GROWTH – BEST PRACTICES

How do we sustain profitable growth against strategic risk?

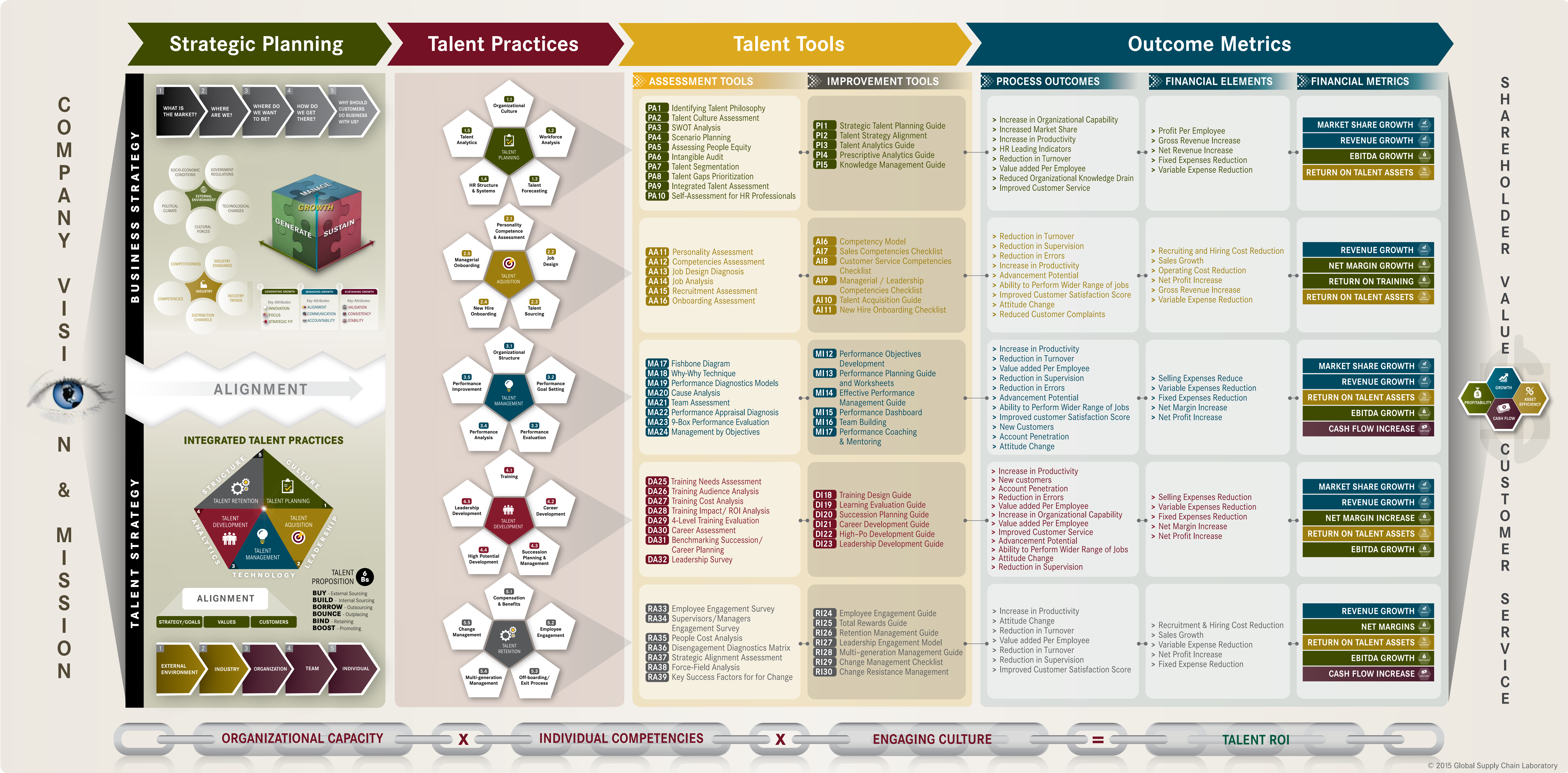


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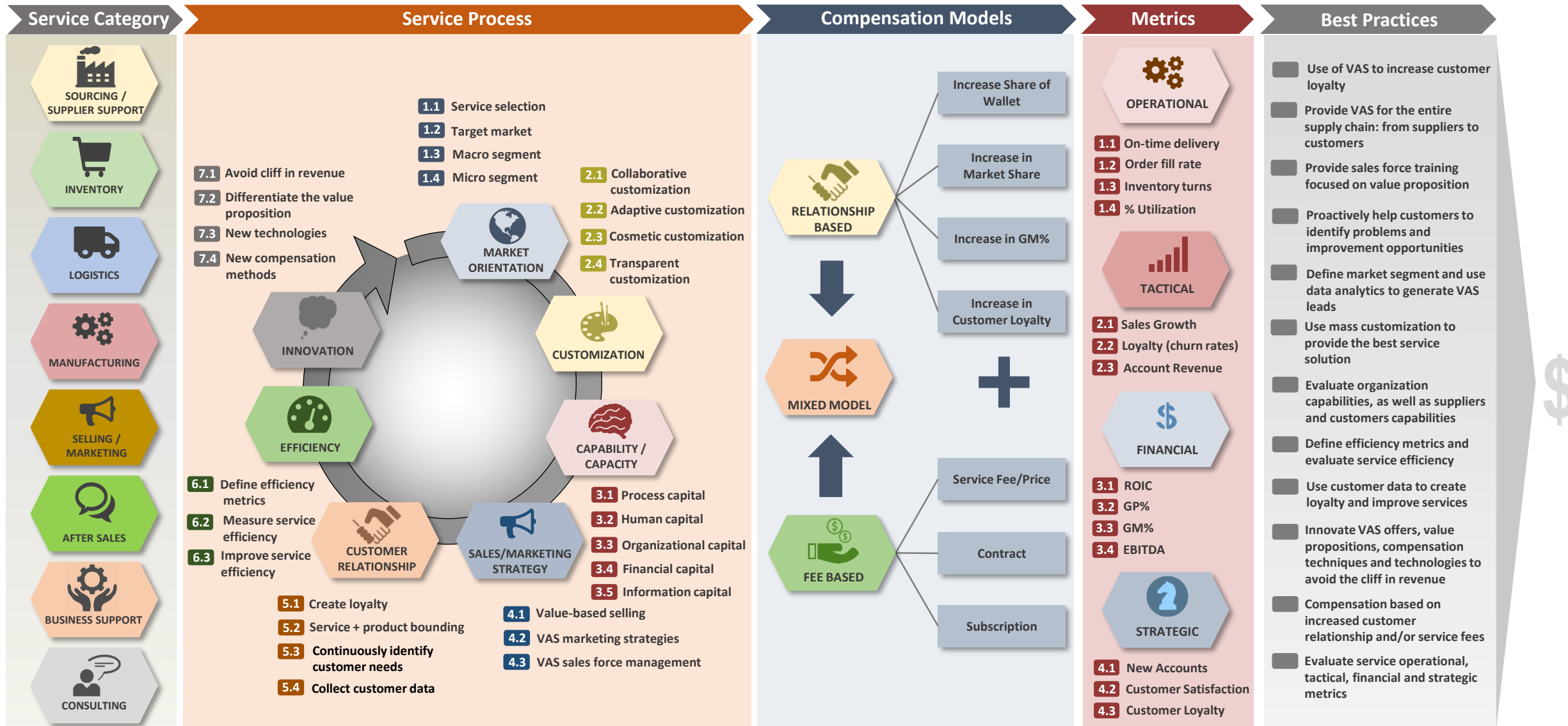
# OPTIMIZING HUMAN CAPITAL DEVELOPMENT

A Framework for Distributors



© 2015 Global Supply Chain Laboratory



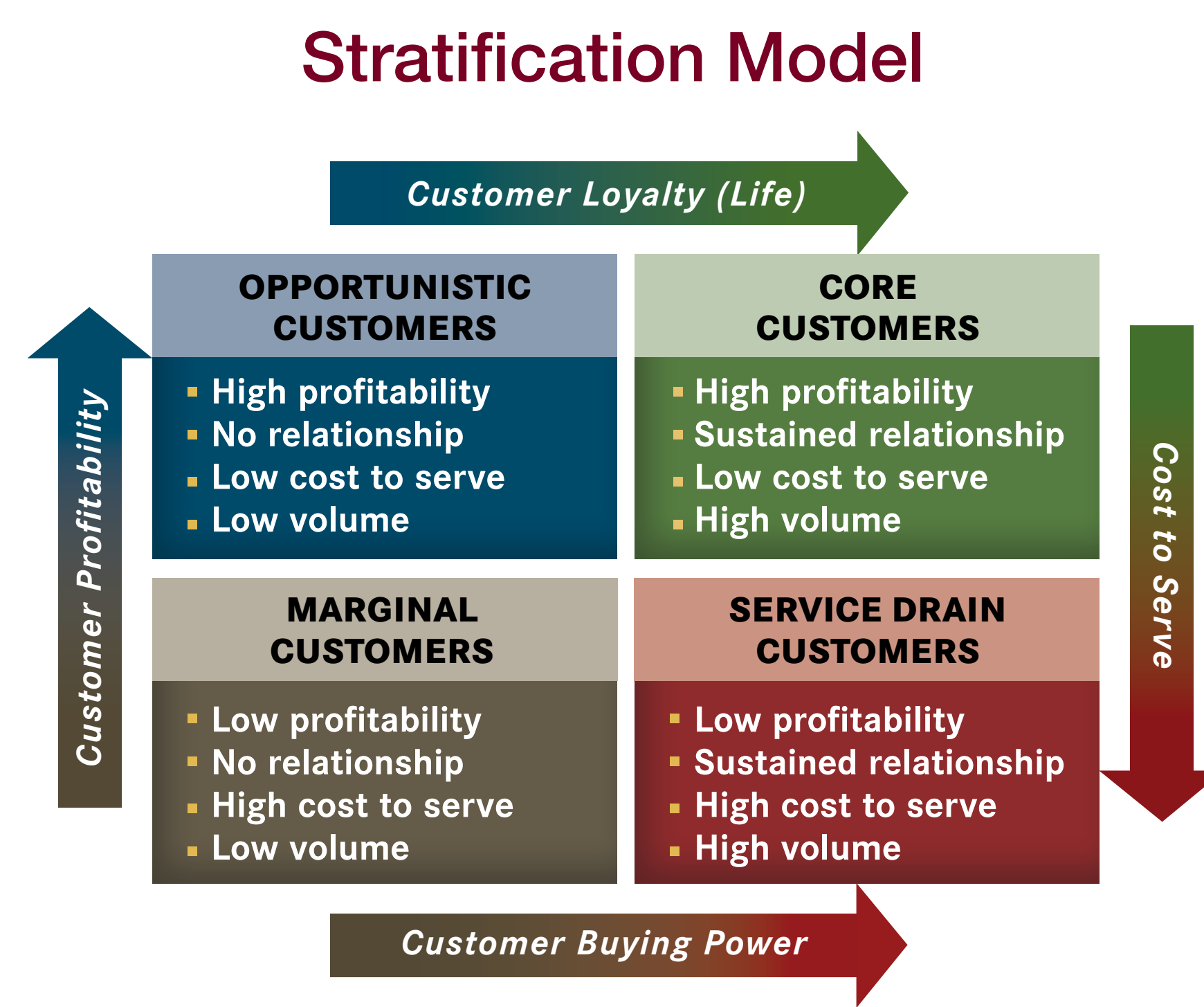
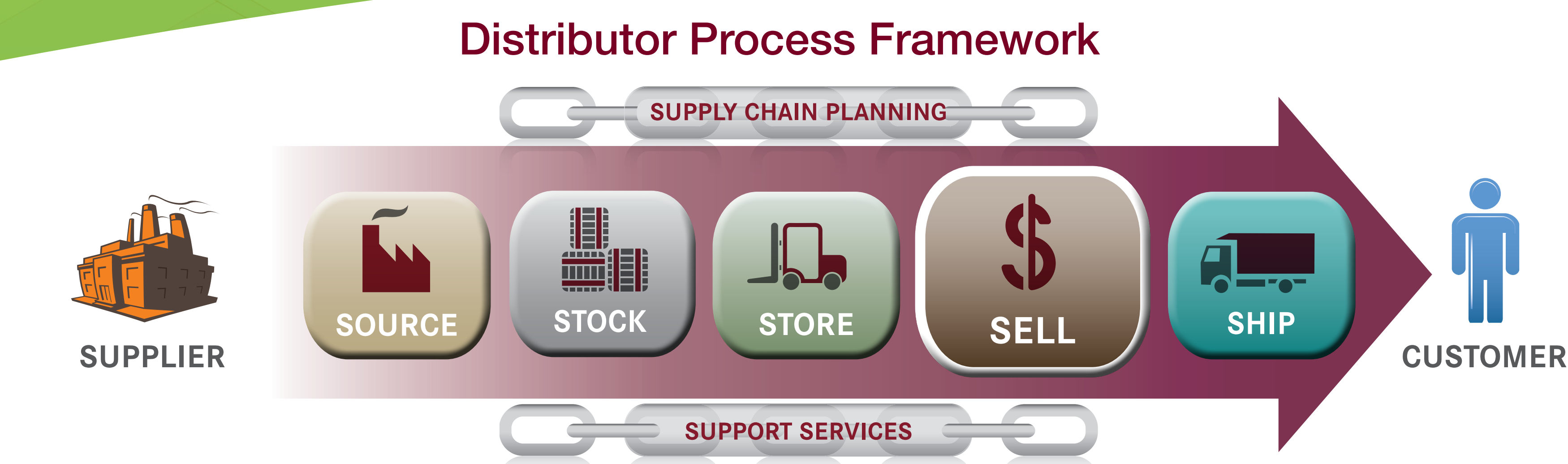




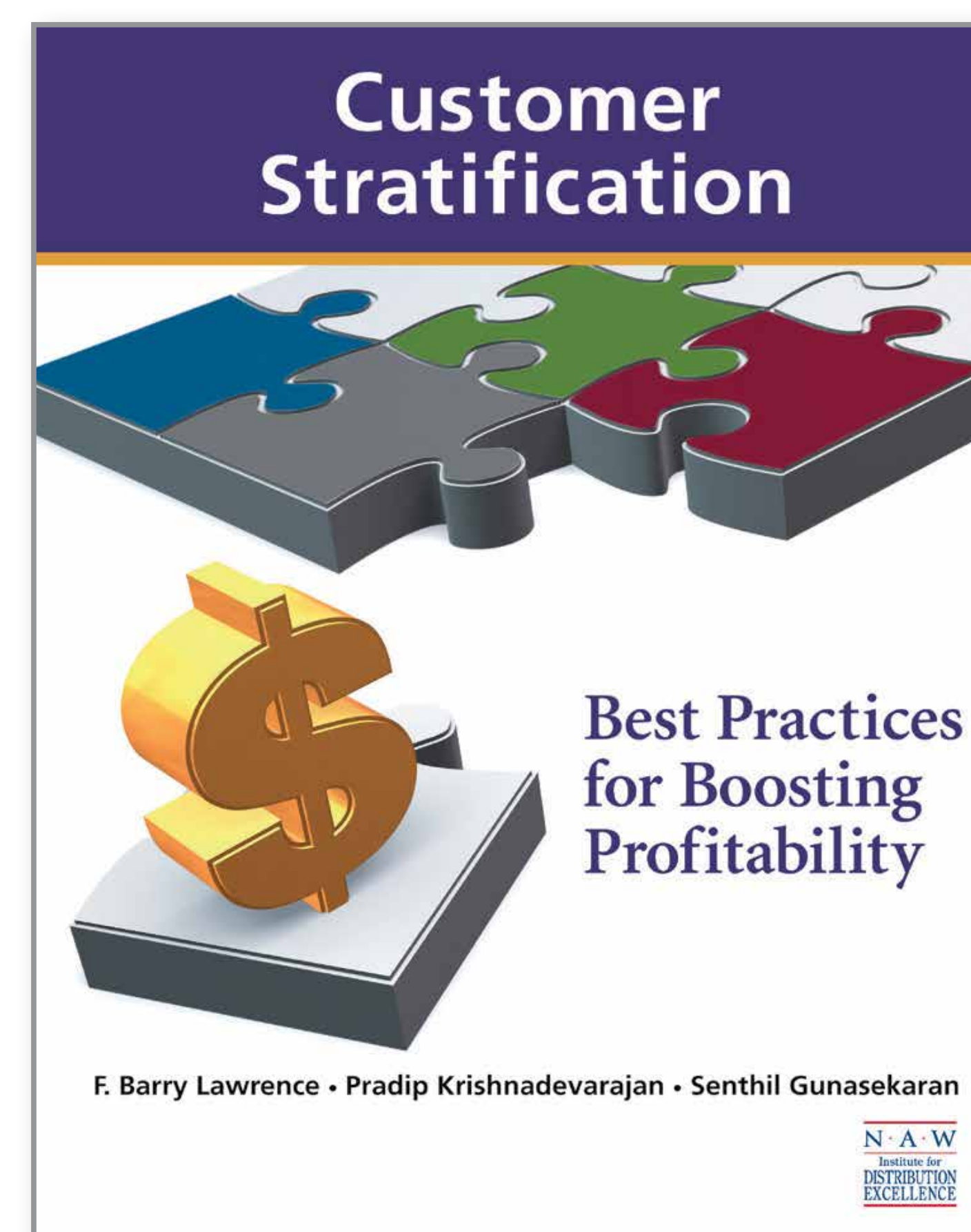


# Customer Stratification RESEARCH PROJECT

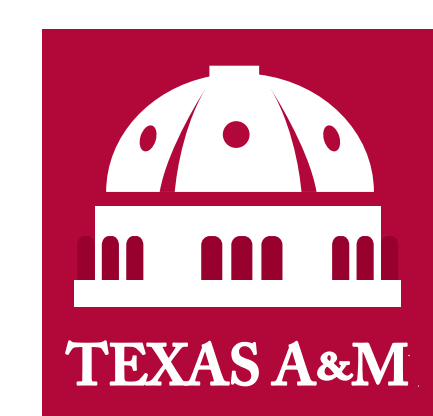
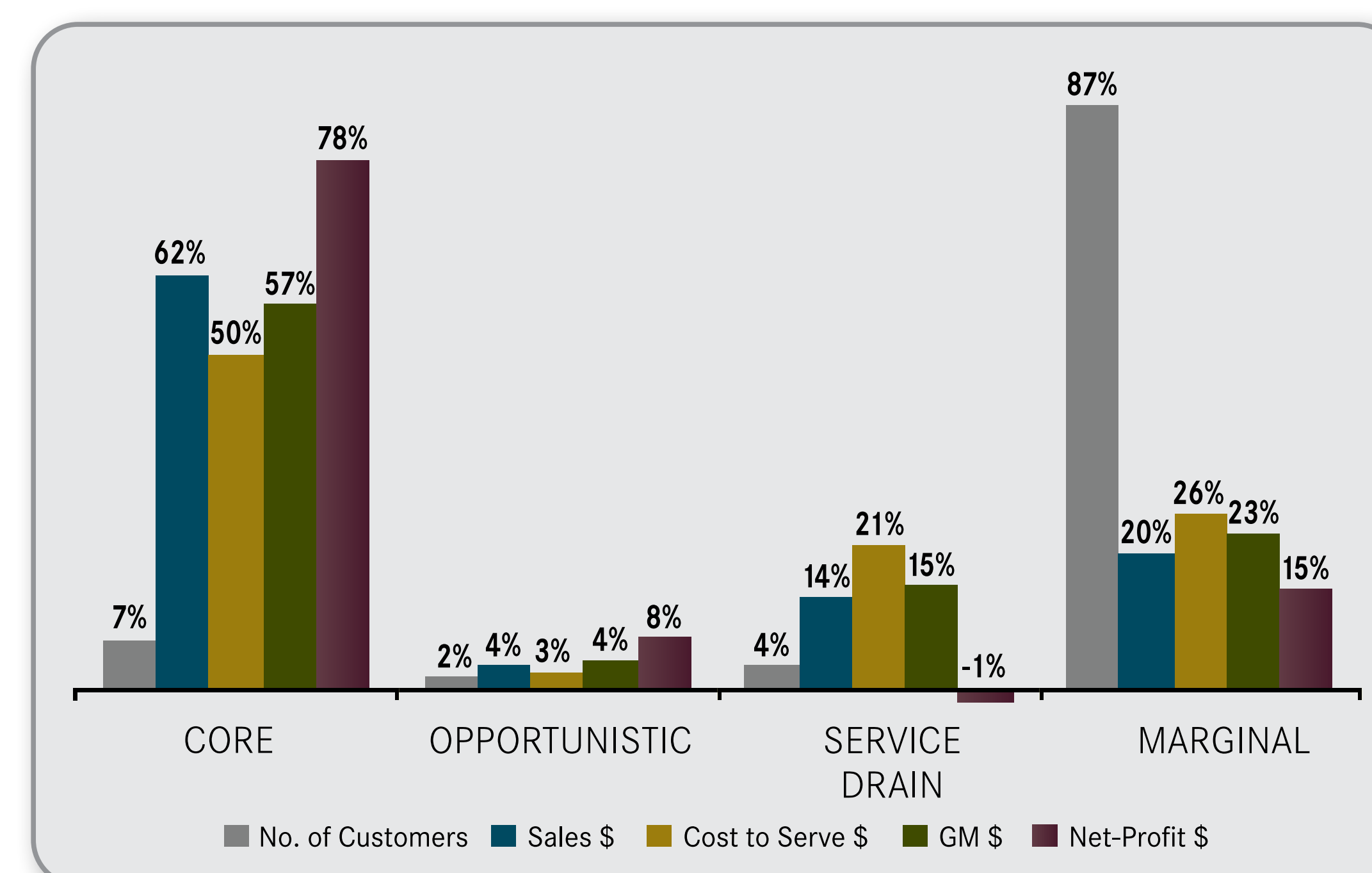
Best Practices ★ Actionable Results ★ Education



## Education & Roadmap



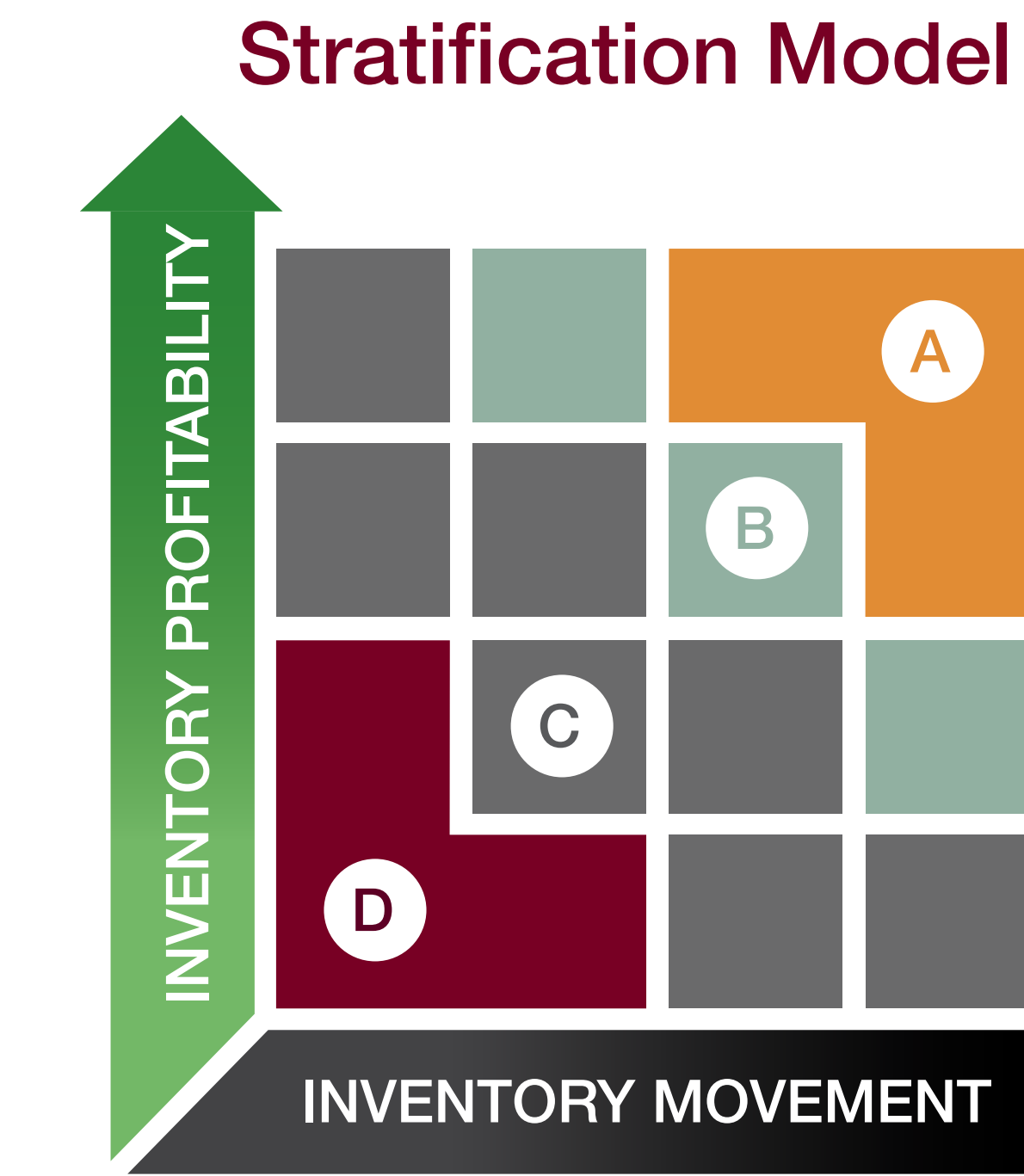
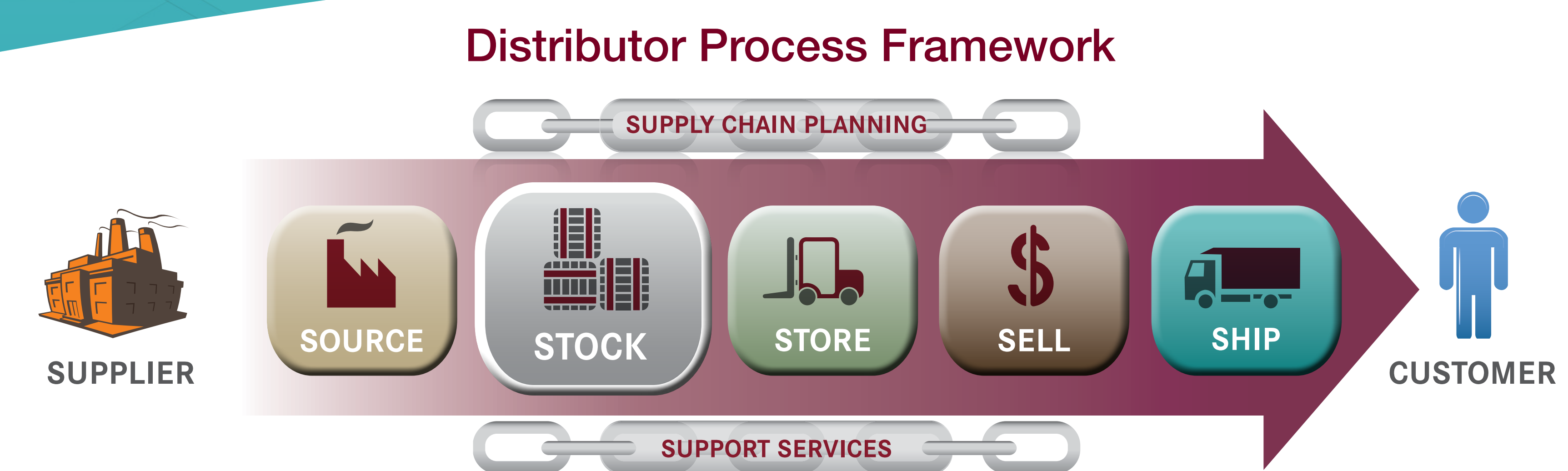
## Sample Results



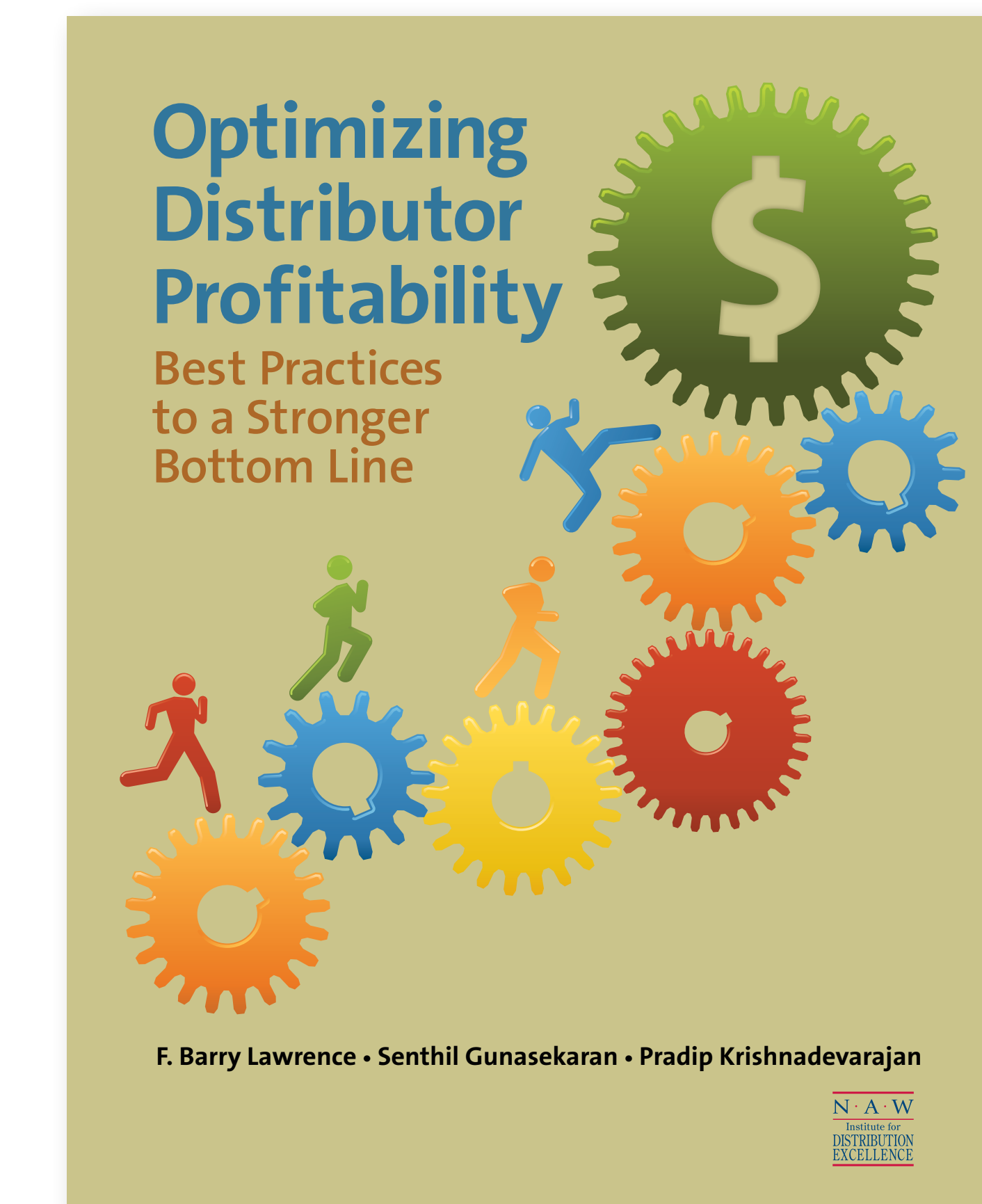
**Industrial  
Distribution  
Program**

# Inventory Stratification RESEARCH PROJECT

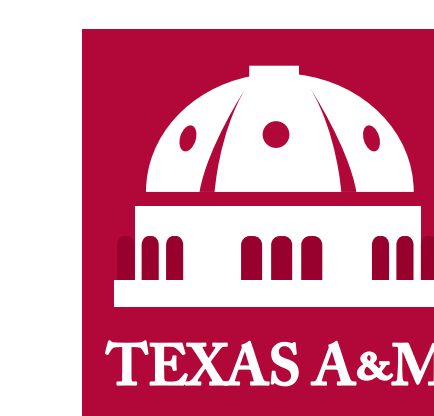
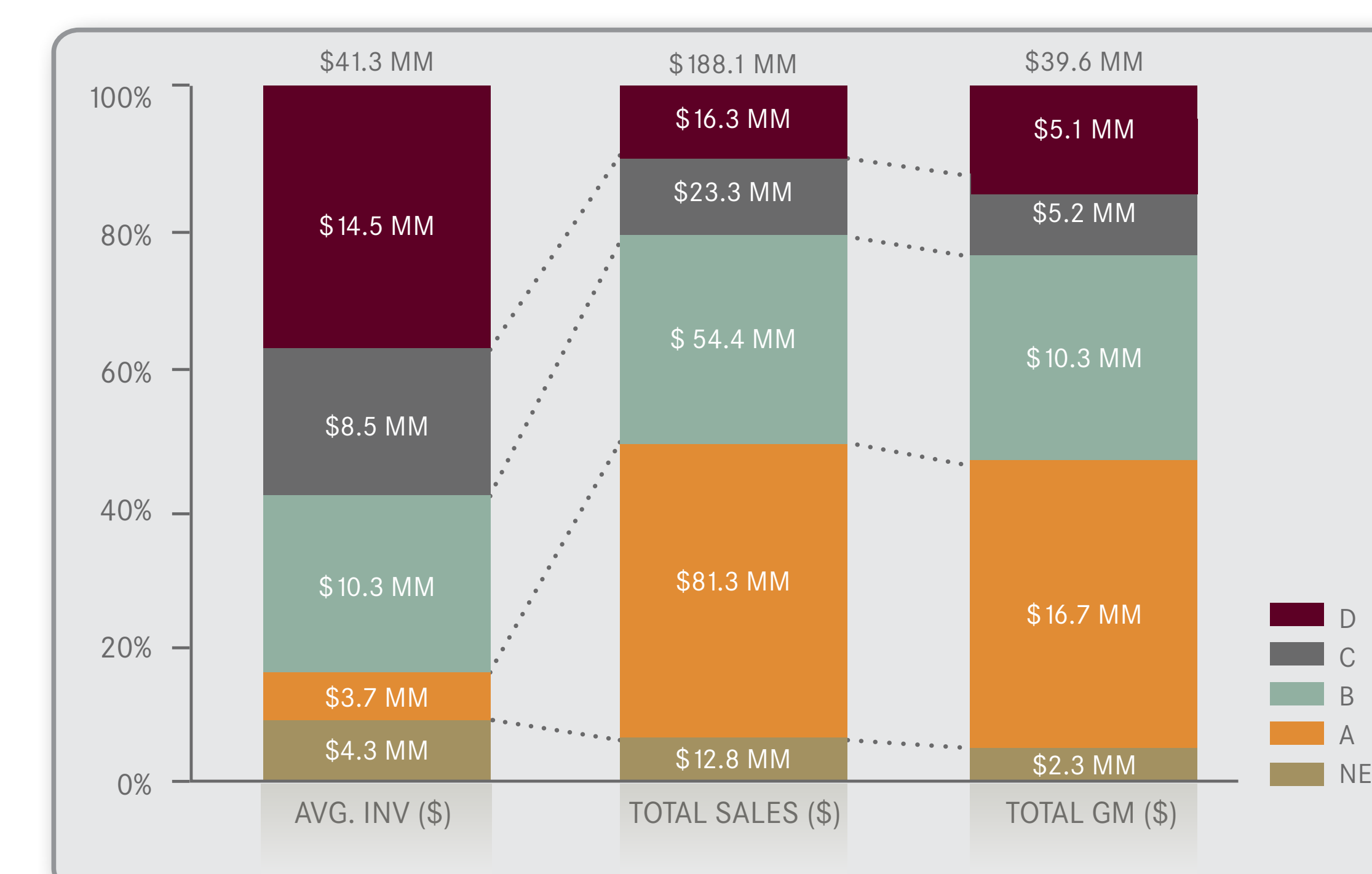
Best Practices ★ Actionable Results ★ Education



## Education & Roadmap



## Sample Results



**Industrial  
Distribution  
Program**



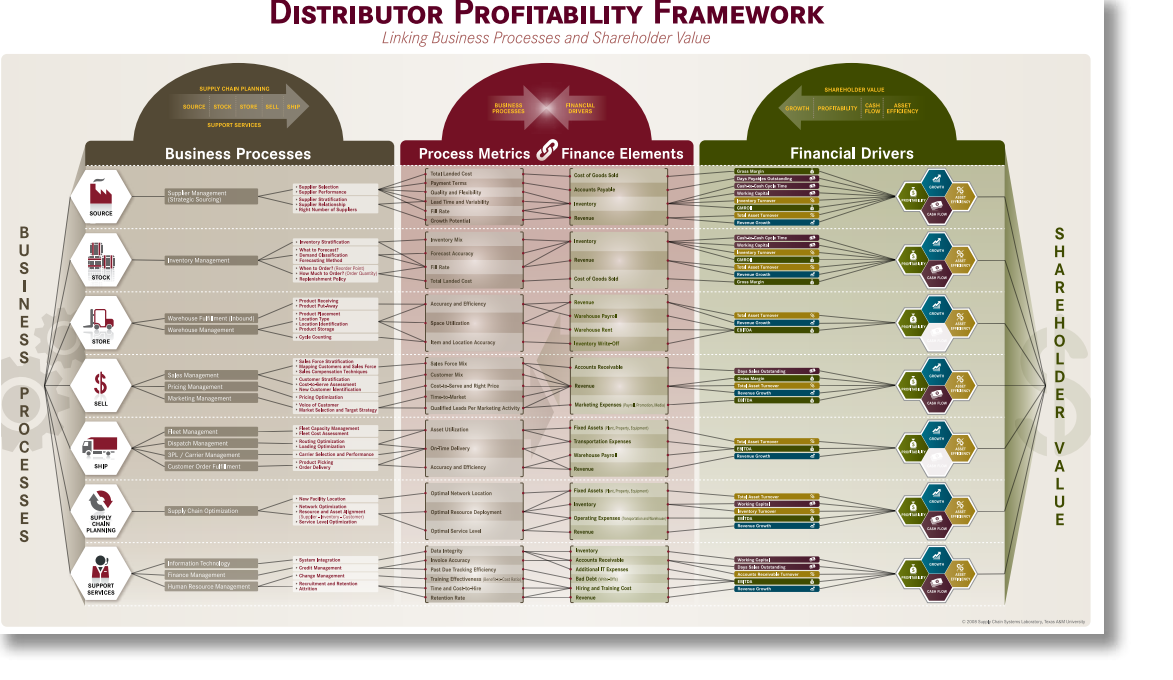
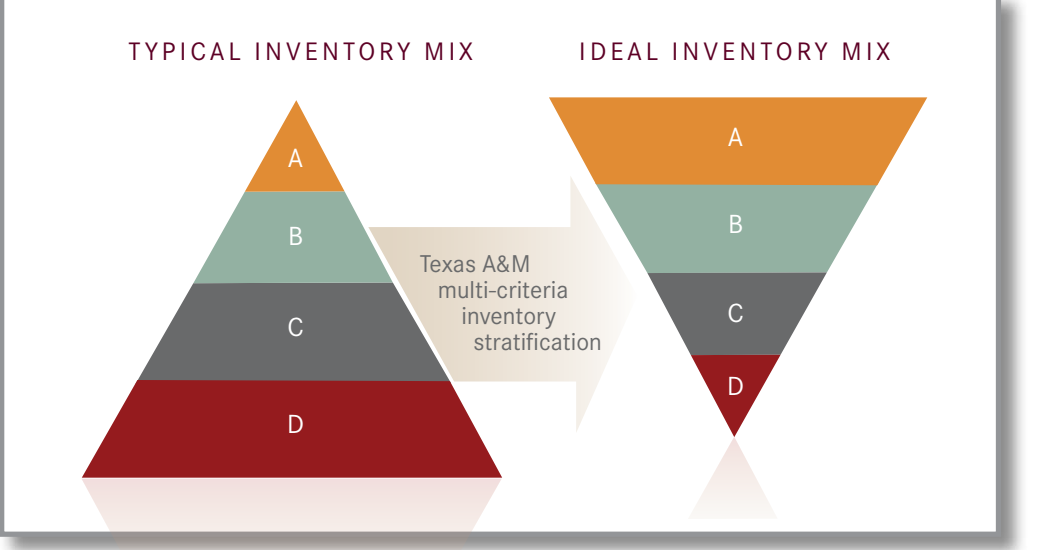
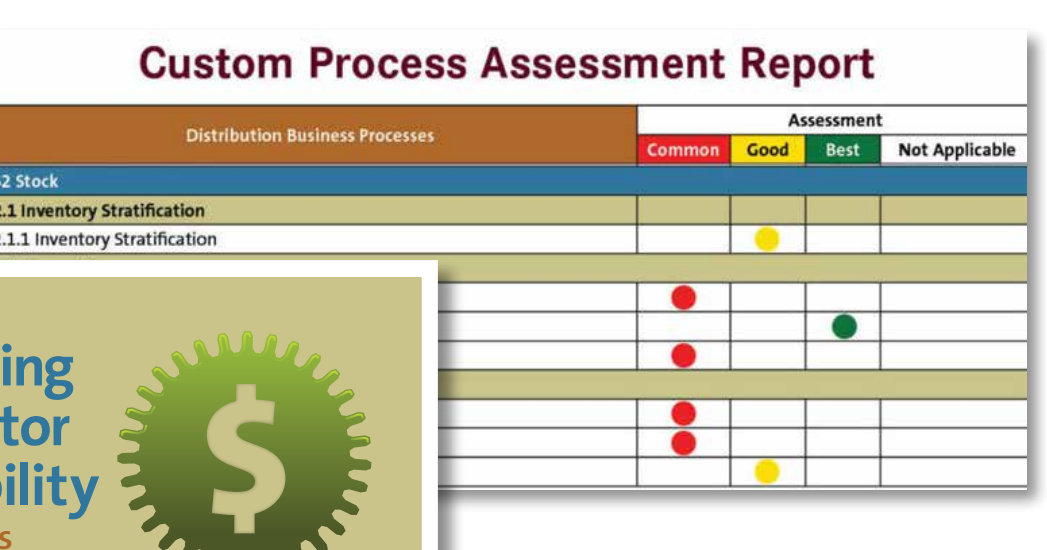
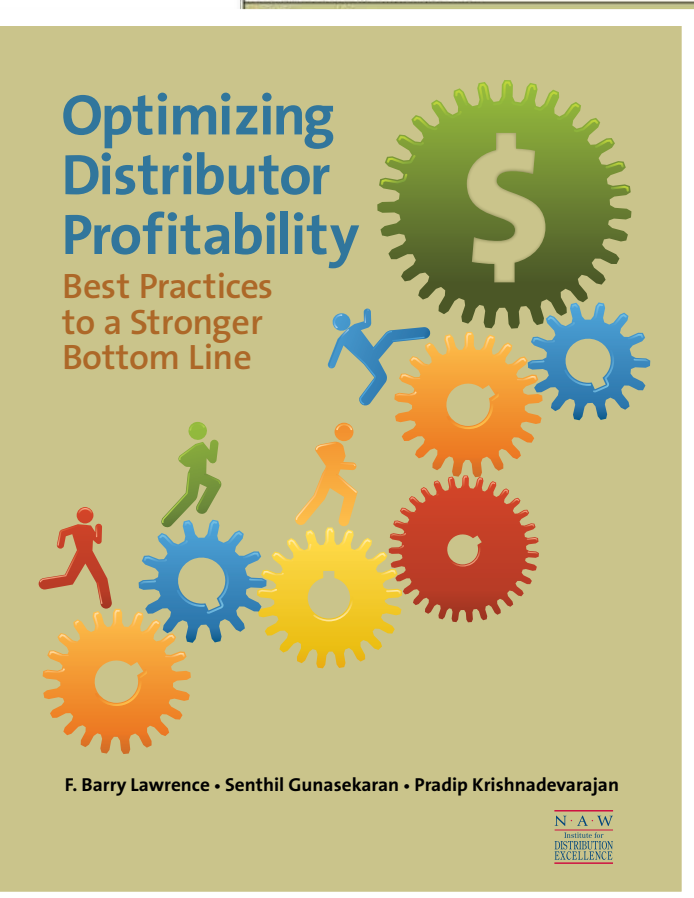
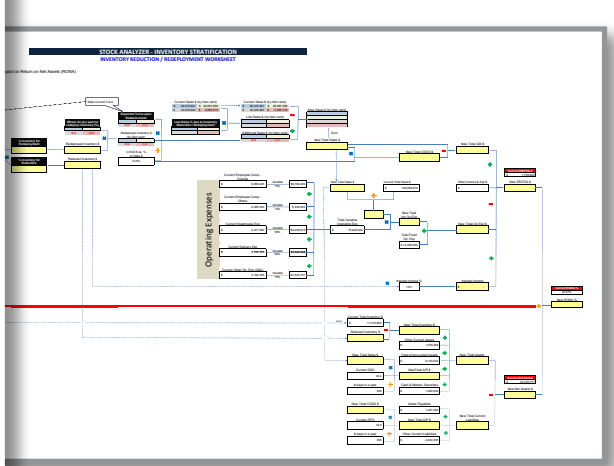


## Professional Development Programs

### Intensive Customer Stratification Program

DAY 1	DAY 2	DAY 3	DAY 4	Deliverables
Customer Stratification Overview and Framework  <b>EXERCISE:</b> What would be the 4 types of customers at your firm?  Customer Buying Power  <b>EXERCISE:</b> Sample Buying Power Analysis  Customer Profitability  <b>EXERCISE:</b> Sample Profitability Analysis  <b>WORKING SESSION:</b> Data Preparation for Customer Stratification  Discussion and Questions	Customer Loyalty  <b>EXERCISE:</b> Sample Loyalty Analysis  Cost-to-Serve (CTS)  <b>EXERCISE:</b> Sample CTS Analysis  <b>WORKING SESSION:</b> Data Preparation and Customer Stratification Analysis  Discussion and Questions	<b>WORKING SESSION:</b> Data Preparation and Customer Stratification Analysis  Bringing It All Together  <b>EXERCISE:</b> Customer Lifetime Value and Net Profit  <b>WORKING SESSION:</b> Data Preparation for Customer Stratification Analysis  <b>GUEST LECTURE:</b> Customer Stratification - Business & IT Perspectives  Discussion and Questions	Customer Stratification Results Presentation  Customer Strategies  <b>EXERCISE:</b> Customer Stratification Impact on Shareholder Value  Real-world Implementation Results  <b>CASE STUDY:</b> Chapters 9 and 10 from Customer Stratification Book  <b>ACTION PLAN:</b> Presentation  Discussion and Questions  CERTIFICATE PRESENTATION	    

### Intensive Inventory Management Program

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	Deliverables
Inventory Management Overview  Key Performance Indicators and <b>EXERCISE</b>  <b>EXERCISE:</b> Inventory Carrying Cost  Inventory Stratification  <b>EXERCISE:</b> Sample Stratification Analysis  <b>WORKING SESSION:</b> Data Preparation for Inventory Stratification  Discussion and Questions	<b>WORKING SESSION:</b> Inventory Stratification  Attendees to Present Results and Policies  Inventory Stratification - Concluding Remarks  Forecasting  <b>EXERCISE:</b> Forecasting Rounds 1 & 2  Forecasting Continued  Discussion and Questions	<b>WORKING SESSION:</b> Forecasting  Demand Pattern Classification  Replenishment Policies  <b>EXERCISE:</b> Inventory Stock Out Cost  Replenishment Policies - Continued  <b>EXERCISE:</b> ROP  <b>CASE STUDY:</b> Stock Group From Optimizing Distributor Profitability book	<b>WORKING SESSION:</b> Replenishment/Service vs. Cost Matrix  Attendees to Present Results  Debrief and Discussion  Buy Decision - EOQ  <b>GUEST LECTURE:</b> Inventory Management Business Perspective  <b>GUEST LECTURE:</b> Inventory Management IT Perspective  Discussion and Questions	<b>WORKING SESSION:</b> Process Assessment Stock Group  <b>EXERCISE:</b> Linking Inventory Management to Shareholder Value  Inventory Management Challenges and Benefits  <b>EXERCISE:</b> Inventory Management Recap  Discussions and Questions  Certification Presentation	    

The Thomas and Joan Read Center at Texas A&M University is the only university center in the United States that focuses on research and education in industrial distribution. Our professional development & educational programs are designed to increase your organization's competitive advantage and profitability. We focus on relevant and actionable education through proven methods and tools.

Some of the unique characteristics of our programs are relevant learning, distribution focus, research-based education, distribution domain experience of our faculty, and access to our research solutions and services.

### Open Enrollment Programs

- ★ Distribution Manager Certificate Program
- ★ Executive Session on Best Practices
- ★ Intensive Customer Stratification Program
- ★ Intensive Inventory Management Program
- ★ Optimizing Distributor Profitability
- ★ Optimizing Distributor Growth and Market Share
- ★ Pricing Optimization
- ★ Sales and Marketing Optimization
- ★ Advanced Lean Distribution

### Professional Distribution Sales

- ★ Client Acquisition
- ★ Key Account Development
- ★ Inside / Counter Sales
- ★ Sales Management





# Master of Industrial Distribution

- 21 Months to Complete
- Global Class & Trip
- Distance Education
- Applied Capstone Project
- Focused on Industrial Channels
- Life Long Networking

## COURSES FOCUSED ON:

**Operations**  
Supply Chain Management  
Logistics  
Quality

**Management**  
Strategy  
Customer Management  
Profitability



2014 Global Trip - India



2015 Global Trip - Singapore and Malaysia

## Program Overview

Campus Location		College Station, Texas
Length of Program		21 Months Study While Working Full-Time
Degree Format	   	2 Annual Residency Weeks in College Station 4 Semesters Online 1 Week Global Trip Capstone Presentation & Graduation in College Station
Global Distribution Course & Trip		1 Week International Trip During Second Year Part of the Global Distribution Course
Start Dates		August of Each Year
Admission		Admission Closes May 5th of Each Year
Fees		Please Check Website

Class of 2016



★ Sign up to attend MID informational events and talk to an advisor. ★  
<http://mid.tamu.edu>