

## Designed for Success / Dealer

**EDmarketplace** is a new purchasing consortium in partnership between the Education Market Association (EDmarket) and the Independent Suppliers Group (ISG). The purpose is to help participating dealers increase competitiveness through better cost of goods, opportunities for industry peer interaction and benchmarking, and provide more opportunities for sales training. Manufacturers participate to grow sales, increase dealer loyalty, and improve cash flow through accounts receivable management.

### Overcome Challenges

- ✓ Competition
- ✓ Rising costs ... shrinking profits
- ✓ Cash flow
- ✓ Best practices to follow
- ✓ Ongoing sales training
- ✓ Operational training
- ✓ Negotiating power
- ✓ Need more product categories to increase sales
- ✓ Marketing support
- ✓ Poor technology tools
- ✓ Networking with industry peers
- ✓ Lack of marketplace intelligence
- ✓ Relationship-building with manufacturers



### Dealer Success / Competitive Advantage

- Lower cost of goods through preferred pricing, discounts and terms
- Strengthen relationships between manufacturers and dealers
- Raise industry profile of participating brands
- Strengthen the education distribution channel



### Dealer Success / Business Management

- Facilitate networking and best practice discussions via regular peer group meetings
- Develop a web portal promoting streamlined communication between dealers and manufacturers (including SPIFFS, new product roll-outs, product updates & program pricing)
- Dealer benchmarking and best practice sharing
- Efficient and streamlined centralized payment process
- Significantly improve dealer cash flow



### Dealer Success / Sales Support

- Focus on increasing sales of participating companies
- Train sales teams and designers to better represent participating manufacturers – foster loyalty
- Incorporate innovative sales and marketing tools as part of the program such as technology tools, focused collateral, web advertising or social media kits
- Provide database support of school & college contacts, bond initiatives and projects (proprietary data sources)