

Designed for Success / Manufacturer

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 manufacturers grow sales, increase dealer loyalty, and brand awareness. Plus, it will significantly improve cash flow through accounts receivable management. The participating dealers increase competitiveness through better cost of goods, opportunities for industry peer interaction and benchmarking, and dedicated sales training.

Overcome Challenges

- ✓ Competition
- ✓ Rising costs ... shrinking profits
- ✓ Cash flow
- ✓ Ongoing sales training
- ✓ Shipping & logistics
- ✓ Building relationships with staff and management of dealerships
- ✓ Technology upgrades needed
- ✓ Networking with industry peers
- ✓ Collecting account receivables
- ✓ Dealer loyalty



Manufacturer Success / Competitive Advantage

- Strengthen relationships between manufacturers and dealers
- Raise industry profile of participating brands
- Strengthen the education distribution channel



Manufacturer Success / Business Management

- Develop a web portal promoting streamlined communication with dealers (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



Manufacturer Success / Sales Support

- Focus on increasing sales of participating members
- Train sales teams and designers to better represent participating manufacturers – foster loyalty
- Provide database support of school & college contacts, bond initiatives and projects (proprietary data sources)