

Building Successful Partnerships in the Retail Channel

Live event date: 1/31/08

Text Questions & Group Chat

Group Chat

Casey Hughes: Thank you for joining us here today... we hope to hear & answer all your questions

Dwight: What specifically should we present during our 2 minute 'intro' session at Retail Vision

Pete Prentice: Hi Dwight -I would recommend that you focus on "pitching" 3-5 bullets/reasons as to why the retailer make sure that they put you on their short list to spend time with during the event so if you have products launching - promotions etc.. you want to make sure that they know that THAT is what you want to introduce to them.

Dwight: One question I would like to propose to the panel: What type of margins can a manufacturer of electronic accessories expect

DeluoGPS: GPS as an accessory for Laptops and Smartphones. To answer the question from Dwight we are at about 30%

Dwight: So a product like a designer USB flash drive - this would be considered an accessory? If the retail was \$20USD, we would need to wholesale it between \$10 and \$14?

Toby Anderson: closer to \$10

bruce koenigsberg: as far as on line, it is on fire and Amazon here in Seattle doubled there business for Q4

bruce koenigsberg: there are also third party aggregators that will help you get into distribution when you are turned down direct which happens quite a bit. We are putting some clients through DBL in Phoenix for Internet Resellers

bruce koenigsberg: you can also go direct and use a fulfillment house that KA can help you with

alex: Bruce is there a way that I can get that information of more details about that?

bruce koenigsberg: margin varies even by channel on the same sku

Linda Langs: More details about the available aggregator's would be nice.

bruce koenigsberg: absolutely alex feel free to contact me. Linda as well Ph: 425-898-4068 – bruce@bkaconsulting.com www.bkaconsulting.com

bruce koenigsberg: buying promo advertising for attachment pop ups on internet resellers works well

alex: thx Bruce

DeluoGPS: which internet resellers? (examples?)

bruce koenigsberg: ecost, pc mall, mac mall

DeluoGPS: did not work for us...

bruce koenigsberg: GPS is tough as it is a stand alone. USB sticks with notebooks works better

DeluoGPS: how would you promote (and where) a USB GPS Stick

bruce koenigsberg: very interesting concept, we should talk about this later today or tomorrow

Brett Kitson: I would cross-promote on my GPS home pages as well as Notebook home pages

DeluoGPS: ok, we have your contact, we'll give you a ring

DeluoGPS: we try to cross promote with Notebooks but since it's a different buyer, it gets difficult...

DeluoGPS: especially in retail, online is a little easier

David Swick: For those of you that don't know, Ingram Micro has acquired DBL and are in process of marrying our 2 businesses to be able to offer the DBL product through the Ingram Distribution model. As well, Ingram Micro has very close relationships with several of the aggregators referenced above

Brett Kitson: In my case, I direct all CE and Computer Cats

alex: what kind of advice can you provide about distributing in Latin America?

bruce koenigsberg: on Latin America, I would do 1 or 2 sessions with the Latin America buyers which are 25 minutes rather than 15 minutes. There are also Latin America Distributors at the event and the resellers can also refer you to Distributors in Latin America

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Perry: Please send confirmed retailer list for my review

Dwight: Ditto

Casey Hughes: will do...

Chris: What changes have been made to address the 'no-shows' from the self-scheduling system? In the fall, 40% of our meetings were no shows...

bruce koenigsberg: We have found that some additional preparation to get buyers to your booth help this process

Pete Prentice: Do you want to schedule a call after this ... we are focusing on Granularity

Chris: sure

Pete Prentice: making it easier for the RIGHT buyers and RIGHT sellers to connect

Pete Prentice: 603-471-4210

Mike Hallett: Is it better to work with retailers on a direct basis or funnel through distribution. Who should you work with direct no matter what?

bruce koenigsberg: Mike, We suggest a direct relationship with a retailer on programs is a must and if they will go direct, great but if not they will go through distribution

Sam Mizrahi: Brett, Who should I contact in your company for Camera accessories?

Brett Kitson: Please contact me directly bkitson@overstock.com

Dave Falbo: one of our divisions is a liquidator which buys direct from mfg's is RetailVision a good start to sourcing product for us

bruce koenigsberg: yes RetailVision is a great format for liquidators. FreeFlow and Woot attend

Dave Falbo: is it best to approach mfg's as a retailer since we are buying from them

Brett Kitson: Dave -Overstock.com b2b can also assist in sourcing product for you - That falls under my umbrella

bruce koenigsberg: not necessarily

alex: Toby I'd like to see how I can go about and sending VM some of our products for review, who can I contact?

Dave Falbo: thanks Brett can u send me some info to dfalbo@cwo.ca

Brett Kitson: Will be my pleasure

Dave Falbo: Bruce which show would you find better the spring or fall show

Dave Falbo: thanks Brett

bruce koenigsberg: they are both good, please contact me to discuss further. It depends on what your goals are

Dave Falbo: thanks can I get your # or email

Laurie Steines: What was the most memorable board room presentation you attended? What made it so different/impactful?

Dave Falbo: Brett can i get your email

Brett Kitson: 801-947-3576 and bkitson@overstock.com

Dave Falbo: thanks Brett

Laurie Steines: Mark, you mentioned the self-scheduling tool to make appointments before you get on the plane - can you please provide me with more information on that? Thank you!

Open Discussion

Please type your questions for our Retail Panel in the text box immediately below

ID	Question or Topic for Conversation...	Me Too
1	What Strategies are successful when organizations try to build partnerships?	4
2	What marketing efforts should be used when building partnerships?	4
3	What would be a best practice when trying to expand your retailer partnerships? How would this apply to new and smaller organizations?	5
4	What do Retailers look for with vendors to build partnerships?	16
5	Define partnerships? Vendor-Retailer, Disty-Retailer, Websites, etc	5
6	What is the best path to take when trying to get into the big box retailers?	14
7	Do retailers have calendars of promotions? How do vendors align themselves with this better?.....through their reps? On their own?	7
8	What is the process for planning a demo unit for a big box retailer? Who would a vendor contact?	4
9	Web 2.0 - How are retailers using it? How are they benefiting from this?	6
10	What is the best way to get in touch with retailers? New prospects? Current partners?	15
11	What make it easier for a retailer to add to the new lineup in their store fronts?	4
12	What are examples from the presenter team, on how a successful partnership that was built?	2
13	What role do you see for an equipment certifying organization?	2
14	More and more retailers are demanding cash up front as an 'integration' fee for EDI partnership. Is this becoming a new trend?	2
15	What are the return rates for consumer electronics due to interoperability issues? In particular, HDTVs?	4
16	Do you feel that offering multiple SKUs and a strong product roadmap are essential to attracting the major retailers?	5
17	What is the best way to present new display solutions to retailers for their electronic products?	2
18	What is the best way to promote thru retail partners products that are accessories/attachments?	2
19	who are some of the main distributors that we should be contacting for new distribution?	2
20	Aside from Retail Vision, how can we get in touch with retailers?	2
21	For online, what is the best way to distribute content? (new content/SKUs and updates)	1
22	How do I get in touch with Brett?	1
23	Do you have set general margin % and co-marketing % requirements?	3
24	Are retailers going to participate in digital distribution? Sell downloadable products?	2
25	What is the relationship in this channel between selling price and expected sell-thru? What are some key price points and what is the upper end of that scale for CE?	2

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26	Brett, How does an accessory company get visibility for our products on your site without investing alot of marketing money.	5
27	Is it common that "partners" don't like to pay for goods and "pay" invoices with marketing \$\$\$?	1