

Tlemcen University  
Faculty of Economics, Management and Business Sciences

Department of Business Sciences



2nd Year Master Marketing

## 8. Distribution of industrial products

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# Distribution in Industrial Marketing



# The Distribution Policy

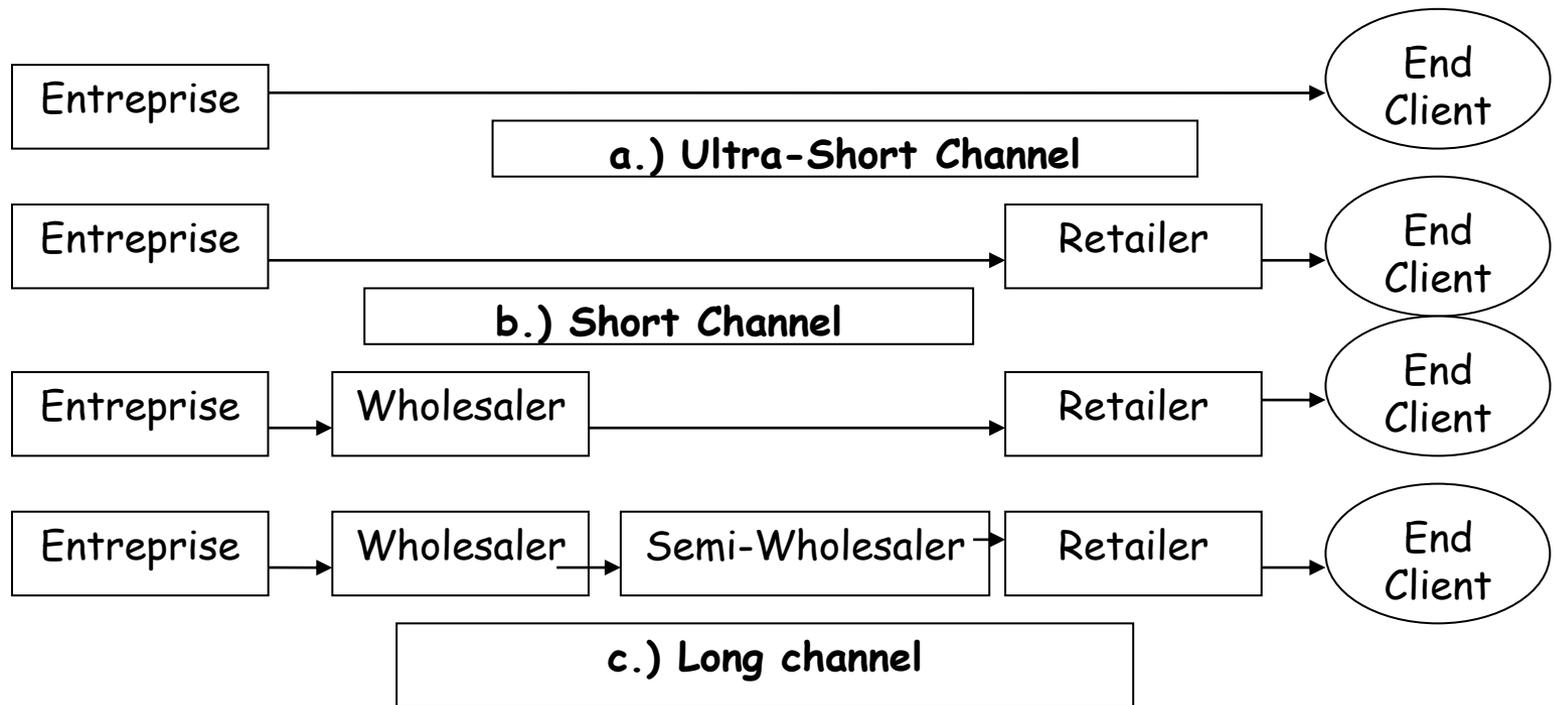
It is not enough for the producer to manufacture goods. He must make them available to consumers in conditions corresponding to their needs, in other words he must distribute them.

## **Definition:**

Distribution is the set of activities carried out by the manufacturer with or without the assistance of other institutions from the moment the products are finished and waiting to be sold until they are in the possession of the final consumer and ready to be consumed at the place, at the time, in the forms and in the quantities corresponding to the needs of the users.

# Channels and Distribution Circuits

A distribution channel is the route a product takes from producer to consumer. The usual analysis of a channel is based on the number of stakeholders, or intermediaries, through which the product passes.



# Industrial distribution channel

A manufacturer of industrial goods can use its own sales force to sell directly to customer companies.

It can use industrial distributors or independent representatives.

It can use a sales branch; or it can combine these different options by moving to 2 levels.

# The sales force in an industrial environment

The entire sales force is composed of:

The sales department

The salesperson

The technical-commercial

Design office staff

After-sales engineer

Technician



# The sales force in an industrial environment

**The sales department:** intervenes during the final decision

**The salesperson:** sells products from a catalog (no specific skills, suitable for standardized industrial products)

**The technical-commercial engineer:** sells complex products that require additional installation, maintenance and after-sales service and that must be adapted to the customer's needs.



# The sales force in an industrial environment

**Design office staff:** is at the origin of the product design and can resolve a certain number of technical problems arising from its adaptation at the customer's premises

**After-sales engineer:** intervenes on problems whose seriousness requires sufficient technical knowledge to be able to diagnose the breakdown courses

**Technician:** intervenes in maintenance, servicing and repair contracts for defective equipment.

# Robot Portrait of a Good Salesperson

Many studies have shown that the ability to sell is little related to previous training, experience, social status and lifestyle. On personality, opinions are more divided. According to McMurry and Arnold, five personality traits characterize good salespeople:

An inexhaustible energy,

A great deal of self-confidence,

A desire for money

A solid knowledge of the sector

And a state of mind that makes them consider any objection, resistance or obstacle as a challenge.

