



# BEARING SPECIALISTS ASSOCIATION

*We build relationships*

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## Scorecard: Attributes of a Great Manufacturer

Keys to a successful partnership are Trust, Communication, Performance and Respect.

- Key to ratings:
- 1 - Unsatisfactory. Performance is well below an acceptable level. It could negatively impact the business unless improvement is shown. Requires senior management intervention.
  - 2 - Improvement Needed. Performance is below average and below expectations.
  - 3 - On target/Solid performer. Performance meets expectations but rarely exceeds them.
  - 4 - Exceeds Expectations. Often exceeds expectations. Shows continuous improvement.
  - 5 - Outstanding. Far exceeds expectations. Performance is best in class.

<i>For the use of individual BSA distributor members and participating manufacturers.</i>		Rating
Product	Makes a quality product that is reliable & performs well.	
	Invests in R&D to develop innovative products.	
	Promotes the value of their brand.	
	Provides appropriate packaging and identification technologies for product to facilitate inventory management and reduce transaction costs.	
	Delivers innovative products that differentiate both manufacturer and distributor in the marketplace.	
	Aggressive supporter of WBA counterfeit program.	
	Policy, procedure and remediation plan to address counterfeit products associated with their trademark/brand.	
	Average score	
Technical Support	Responds promptly and efficiently when technical support is required.	
	Maintains highly trained technical sales force with appropriate coverage.	
	Responds promptly to product problems.	
	Provides access to all available product information.	
	Average score	
Distributor Development	Sells to the MRO market through authorized distributors.	
	Protects the distributor by careful selection of other distributors.	
	Invests in understanding the strengths and weaknesses of the distributor.	
	Maintains a distributor council.	
	Listens to the distributor channel.	
	Treats the distributor as an extension of its sales force.	
	Treats the distributor as an integral part of its sales & marketing plan.	
	Supports annual review meetings with distribution management.	
Understands profit needs of the distributor.		
	Average score	

Logistics & Transaction Efficiency	Delivers quality products on time.	
	Does not make the annual return program excessively complicated and maintains consistency.	
	Provides advanced notice of shipping.	
	Seeks to lower freight in costs for distributor.	
	Publishes an electronic catalog.	
	Provides sufficient notice of price increases.	
	Willing to provide backorder information.	
	Works with distributors to implement electronic commerce.	
	Provides managed inventory.	
	Supports and provides data using PPIF format.	
		Average score
Sales	Invests in teaching and training the distributor on how to grow sales of their products.	
	Shares market information.	
	Works with distributors to document customer savings for the distributor to present to the end user, when appropriate.	
	Works with distribution on sales to OEM's where it makes sense.	
	Promptly issues credits, chargebacks.	
	Promptly issues acknowledgements.	
	Empowers field sales force to make decisions on commercial issues.	
	Average score	
Pricing	Offers payment terms where appropriate.	
	Offers a performance incentive program.	
	Responds promptly to pricing requests.	
	Maintains consistent pricing policy.	
	Average score	
Values	Maintains a high degree of integrity.	
	Open with growth plans and strategies.	
	Develops loyalty and trust with distributor personnel.	
	Understands implications of the sale of grey market products.	
	Average score	
Company Strength	Profitable with a strong balance sheet.	
		Average score
Totals		Total Score
		Average of all attributes

Suggested uses for this Scorecard:

- Manufacturers can rate distributors.
  - Distributors can rate themselves.
  - Use it internally for training new personnel.
  - Use it at your conference table sessions at the BSA Convention.
- Fill out scorecards for the distributors who have made appointments with you before your meetings.