

RJP conducted an August 2022 3-question Survey of AD Member company CEO's on success in 2021-2022 and future outlook for 2023-2024. We surveyed 850 AD Member company CEO's, here are the 3-questions with responses. The CEO responses are arranged by order of emphasis.

Question	CEO Response
1. What are the <b>primary factors</b> that have <b>contributed</b> to your revenue and margin <b>growth</b> in the past twelve months?	<ul style="list-style-type: none"> <li>→ Pricing (inflation)</li> <li>→ Solving Supply Chain Issues</li> <li>→ Strong Inventory</li> <li>→ Customer Service</li> <li>→ Covid driven Demand</li> <li>→ Rebates (from increased replacement cost)</li> </ul>
2. What are your <b>concerns</b> regarding continuing your revenue and margin growth considering what you feel about market/economic conditions in 2023-2024?	<ul style="list-style-type: none"> <li>→ Demand softening, market uncertainty</li> <li>→ Commodity prices falling</li> <li>→ Inflation and rising interest rates</li> <li>→ Supply Chain - Product availability</li> <li>→ Labor shortage: finding &amp; retaining qualified workforce</li> </ul>
3. What <b>changes</b> are you considering ensuring that your revenue and margins continue to grow in 2023-2024?	<ul style="list-style-type: none"> <li>→ Best in class customer service</li> <li>→ Focus on <b>sales process</b> and <b>developing salespeople – closer to the customer</b></li> <li>→ Focus on our most profitable customers</li> <li>→ Be the most reliable supplier</li> <li>→ Technology investments including effective CRM</li> <li>→ New markets and adjacent verticals</li> <li>→ Targeting inventory positions (ensure availability)</li> <li>→ Holding customers accountable</li> <li>→ System inventory management</li> </ul>



Look closely at the responses to question #3, they all align with the development/renewal of a Go-To-Market (GTM) Strategic Sales & Execution Plan.

RJP specializes in providing business consulting to wholesale distributors in all areas of GTM, moving from a price to value sales focus.

RJP provides a **complimentary GTM Needs Analysis and Report.**

Please contact Loyal Smith for more information on RJP's complimentary GTM Needs Analysis

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