



# BROKER BEAT

PUBLISHED FOR AMERICA'S FOODSERVICE BROKERS

APRIL 2006

INSIDE THIS ISSUE:

- 2 Sample Express Program Delivers Results
- 3 Expressway Tip  
New Mailing Address
- 4 FSMA Helps Dot Improve



## Sample Express Program Delivers RESULTS

One of the best ways to increase your sales is to provide samples of your manufacturer's products to distributors and operators. And one of the best ways for you to get these products is by using Dot's Sample Express program. Just as Dot helps distributors save money and consolidate orders, the Sample Express program helps brokers get samples quicker and more conveniently.

"We give brokers a one-stop shop, just like we provide for our distributor customers," says Dick Tracy, Vice President of edotfoods.

And because your sample needs are diverse, the program is flexible, handling everything from small overnight shipments to larger orders delivered by truck directly to a broker's office.

All eligible product samples can be ordered from the Dot Expressway. Your menu on the Expressway will show you what principles you can order samples from. (See Expressway tip, pg. 3 for instructions.) The sample will arrive through one of three routes that is most convenient for you:

**Route 1:** Shipments of less than 10 cases of dry, frozen, or refrigerated product can be shipped via FedEx. This route is for brokers who need a few cases fast.

**Route 2:** Shipments of a minimum of 10-50 cases overall with no individual line requirements that are sent on a regular Dot load to a Dot customer near your office. We work with over 250 distributors nationally and can help you choose one if necessary.

**Route 3:** Shipments of 50 cases per temperature are shipped via outside carrier or Dot truck to a location other than a Dot customer such as a brokers office, hotel, or convention center.

Ordering through Dot provides numerous benefits for brokers, including:

**Convenience.** No more placing multiple sample orders via multiple different methods. You can now go to one spot to arrange shipments on our common manufacturers.

**Short Lead Times.** In many cases, brokers can receive samples quicker through Dot than direct through the manufacturer.

**Low Administrative Costs.** When a broker places a sample order, Dot handles all the paperwork with the manufacturer and the distributor. Your orders and confirmations are processed electronically and we handle any problems associated with these orders. This gives you more time to sell!

CONTINUED ON PAGE 3



**MIKE DUGGAN**  
Vice President of Sales

# LOTS STILL TO LEARN ABOUT REDISTRIBUTION...

I was at a major supplier National Sales Meeting earlier this year and made a presentation on the Dot program. This particular supplier had their direct reps and brokers present at this meeting. I was amazed at how many questions both brokers and direct reps had after my presentation about the Dot program.

Later that day, we had break-out sessions where the individual brokers in regions could ask questions about redistribution in a smaller setting. Once again, I was amazed at some of the questions that came up about our program. The kicker was a broker in our largest business state that had 15 suppliers in common with Dot, but very little knowledge about our program and how the specifics of the program worked for them.

I can assure you that I came away from that meeting feeling that Dot has much work to do in the area of getting in to do Broker Sales Meetings and making sure that the principles and administration managers were present for those meetings. Your help will be appreciated in setting a Dot Sales Meeting as a high priority for your organization this year.

## The most frequent questions were on...

1. How we handle billbacks?
2. Do we really ship emergency shipments direct to operators for distributors?
3. How do we handle national account and bid pricing?
4. How do we handle local and regional special pricing?
5. How do we handle local promotions?
6. How does the Broker Expressway work and can we really get sales history off of it for any of our customers on any of our supplier sales through Dot?

Please allow our people to do sales meetings for your team soon. We would also like to address your next share group meeting!

Thanks for your support!  
Mike Duggan

## Expressway *tip*

You can find out your principles that participate in the Dot Sample Express program by going to **Product Search/Send a Sample**. Click on the drop down list of suppliers. The suppliers that participate in the program have Samples and then a combination of R1, R2, or R3 next to the supplier name.



**Dot's shipping address has changed. Effective immediately, all items being shipped to Dot need to use the following address:**

1 Dot Way  
PO Box 192  
Mt. Sterling, IL 62353

All regular mail (letters, for example) will use just the post office box number.

CONTINUED FROM PAGE 1

**Less Inventory.** Consolidating sample orders from multiple suppliers will allow you to bring in less product due to not having to hit a manufacturer's minimum. Most brokers have limited storage space and our program is designed to help manage it more efficiently. Sound familiar?

**High Service Levels.** Expect to see the same great service levels on your sample products that Dot provides to our distributor customers.

Bri Soer, Dot edot Customer Development Representative, will be able to answer any questions you may have about the program, the manufacturers involved, or with the ordering process. Bri can be contacted by calling 800-366-3687, extension 2763.

Currently, there are over 50 suppliers participating in the Sample Express program. This number includes many major suppliers such as Kraft, Sara Lee, Tyson, Nestle Foods, McCain, ConAgra, and Cuisine Innovations. Dot plans to ship out 200,000 cases of samples to over 250 different brokers in 2006 - an increase of 150% over 2005.

This is another example of how Dot has identified a supply chain problem in our industry and came up with a solution that benefits all parties!

# FSMA *Helps* DOT IMPROVE

By Mike Duggan, Vice-President of Sales

Once again this year, I had the opportunity to attend the FSMA (Foodservice Sales and Marketing) meeting in Orlando, Florida. In preparing for the meeting, it was apparent that Rick Abraham had one clear objective: Give foodservice brokers (Sorry, I just can't make the switch to sales agencies) as much information as possible to help them improve the top line and the bottom line.

In every presentation I sat in, I couldn't help but ask the question at the beginning of each, "How the heck will this help the brokers?" By the end of each presentation it was pretty apparent that there was a method to the madness, and a message to the brokerage community that would somehow help their business.

I wish more brokers would take advantage of FSMA. I wish there was a Foodservice Redistributor Association that Dot could go to, whereby we could learn more about our business and how to get bigger, faster, stronger and more profitable! However, we do go to all of the various association meetings in our industry –

FSMA, IFDA-NAWGA, IFMA – and we learn an awful lot of great information from all of these meetings that helps us to be a better redistributor. Everyone has to have a way to get reenergized in their business, to start thinking about new ways to do old basics. We can't keep doing the same old stuff to get the same old results; we have to improve it, repackage it, rename it, and let the customer see it as innovation. Then hopefully they will get excited about our innovation and reward us accordingly!

I promote FSMA to brokers all over the country. I think it's an important organization for your companies, your industry, and your people. Be glad you have one!

**If you would prefer to receive  
Broker Beat via email, or  
would like to be removed  
from our subscriber list,  
please contact:**

**AMY SALAMON, EDITOR  
1-800-366-3687  
asalamon@dotfoods.com**