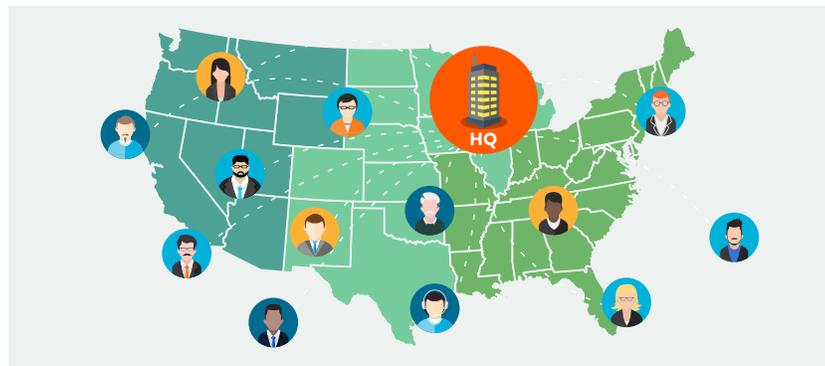




CASE STUDY

Investing in Independent Reps, the Front Lines of Your Business

How Gorilla Glue united their entire rep team under one common order management platform to maximize sales and order processing efficiency.



Independent reps: a way to expand reach and explore new markets

For many brands that sell wholesale, utilizing independent reps and rep firms is a key part of their sales strategy. For some, it's not cost-effective to employ in-house reps, particularly those that are predominantly on the road. Others recognize the depth of the existing networks and relationships an independent rep may provide, which can open up new business opportunities in existing markets, and provide access to new uncharted territories.

As sales order management technology dramatically changes the landscape of how wholesale brands are able to write and process orders and better serve their customers, the decision of whether to make this type of investment in non-salaried employees has been front-of-mind for many wholesale operations professionals.

Gorilla Glue's Independent Rep Strategy

Gorilla Glue, a world renowned hardware brand known for their fabulously sticky super glue, has chosen to unite their sales force, both internal and external, under a common order writing platform to better streamline their order management process.

Based in Cincinnati and in operation for over ten years, Gorilla Glue has been heavily leveraging independent reps since the brand came into existence.

Brent Zellner, Gorilla Glue's Director of IT and Operations, has been with the company since the beginning and reflects on their decision to build an independent rep force early on.

One of the downsides to having a widely distributed independent rep force, however, was the challenge of maintaining consistency and control throughout the order writing process. Gorilla Glue's independent reps were writing and submitting orders using varied, inefficient methods.



“

In the early days of Gorilla Glue, getting feet on the ground was a very important factor. It was an easier way to expand by working with folks already entrenched in these stores. They already have the relationship built.

”

Brent Zellner
Director of IT, Gorilla Glue

A consistent brand experience for all customers

Soon after, they decided that it would not make sense to maintain both systems going forward, and started the process to move all of their independent reps onto Handshake.

Taking Control of the Brand Experience

One of the biggest problems with multiple independent reps using Handshake with separate accounts was that Gorilla Glue were not able to monitor what information the reps had in their account. If Gorilla Glue headquarters was not the one updating product images, pricing, and descriptions, the risk of information being outdated or inconsistent was high.

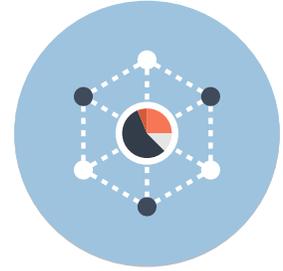
Gorilla Glue recognized the importance of maintaining control of the product catalog so all of their customers were getting the same message. In this way, the company could present a consistent brand experience for their entire distributed customer base.

A Centralized Hub for All Orders

For companies like Gorilla Glue that rely almost exclusively on independent reps for their sales strategy, it is especially critical to centralize what can be a very fragmented order submission process.

It drastically cuts down the amount of time the customer service team takes to chase down and re-enter orders, freeing up their time to focus on more strategic aspects of the business.

In addition, when all orders are submitted to a central location, it becomes possible to access reporting on important sales, product and rep performance across the entire business.



“It changed our thought process pretty substantially to say that Handshake could do everything and more, compared to our current platform. So we wondered why we should support both of them.”

Brent Zellner
Director of IT, Gorilla Glue

Investing in your independent reps to grow your business

Powering the Front Lines of Your Business

If you're a brand that depends on independent reps in any capacity, investing in the tools that make them more efficient is not a nice to have—it's a necessity. Investing in the front lines of your business with a tool that makes it easy to efficiently write and submit orders gives your customers a significantly better experience. Ultimately, sales reps who have access to up-to-date stock levels and detailed product information write accurate orders that ship quickly and on time. Additionally, if you employ independent reps who also represent other brands, powering them with sales order management software is a good way to keep your brand front of mind, as selling your brand will require comparatively less effort.

Your ability to grow and retain your customer base lies on the shoulders of your independent reps, and their ability to perform lies heavily on your investment in them.

Want to learn more about how powering your independent reps with order management software can impact your sales operations? Contact us today.

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“Think about how much more efficient it’s going to make their independent reps or even their internal reps. The speed they can turn orders around is going to increase. They get in house quicker, which means they get out of house just as quick as well.”

Brent Zellner

Director of IT, Gorilla Glue,
on why brands should invest in
independent reps