

Hesitation TO Innovation

Embracing AI in Distribution

In 2020 alone, 61% of businesses migrated their workloads to the cloud.



How AI is Reshaping the Distribution Landscape

With customer interactions happening in person less and less, labor shortages, disruptions in the supply chain, and much more to wrestle with... distributors need solutions.

This is why artificial intelligence (AI) emerges as the transformative answer. By leveraging this technology, distributors can solve many of the problems they face and become more profitable.

Technology will continue to evolve - as will the expectations of customers - whether or not you decide to grow with it. But, deciding not to change along with the world may mean getting left behind.

What is AI?

While AI's controversies exist, it's mainly practical data processing and algorithms. Taking hours to log and process data is no one's favorite job, but being able to retrieve and utilize that data with a single click to streamline the rest of your work is a no-brainer.

AI in B2B vs. B2C

You've seen B2C companies like Amazon forge the path forward, but the precedent they set puts pressure on us all to keep up. The key to achieving success, including in B2B, lies in harnessing the power of AI technology. **While it is easy to see how common, and even vital, AI has become in B2C, its adoption in B2B has been relatively slow.**

12% of distributors use AI in sales or marketing
(Distribution Strategy Group and NAW)

But why?

Distinct Sales Processes

For distributors in the realm of B2B, challenges and sales dynamics differ significantly from B2C scenarios. This distinction highlights that not all AI solutions are a perfect match. It's essential to acknowledge that AI solutions crafted for B2B excellence are less common compared to the more prevalent B2C alternatives. **Here are some examples of how distribution-specific AI solutions differ from those used more commonly today:**

Varied Customer Demands

Due to serving a diverse B2B clientele, distributors must accommodate a wide range of product specifications, quantities, and delivery schedules.

Bulk Orders

Distributors often receive bulk orders, necessitating different inventory management and fulfillment strategies compared to individual consumer purchases.

Complex Pricing Structures

B2B pricing models involve negotiation, volume discounts, contract pricing, and tiered pricing, requiring dynamic AI solutions to manage pricing complexities.

Product and Contact Suggestions

AI can analyse customer preferences and past orders to suggest products aligned with individual buying behaviors, boosting sales by catering to specific needs.

Regulatory Compliance

B2B transactions often involve compliance with industry regulations and standards, making it crucial for AI systems to manage data and processes in accordance with legal requirements.

Inventory Management

Distributors handle large inventories across various product lines, requiring efficient AI-powered inventory management to optimize stock levels.

A Pricy Venture?

Maybe in the past...

On top of the complexities on the previous page, AI has also been incredibly expensive, and therefore inaccessible to companies without a massive budget to spare. Oftentimes you'd also need to house the technology - which can take up a ton of space - as well as hire the software engineers to maintain it for you.

A Cost-Saving Investment Today

Today, there are finally affordable options out there with the processing power distributors need, so it's time to catch up to B2C technologically. Plus, since not as many distributors have invested in AI yet, doing so now will give your business an advantage over the competition.

Read how cloud-based software removes the need for on-premises systems and provides other cost savings in another white paper: [*Why Distributors are Moving to the Cloud*](#)

How AI Can Solve Distribution-Specific Problems?

If you're a distributor, you're probably familiar with depending on distinct sales channels to handle various aspects such as marketing, inside and outside sales, customer service, and e-commerce. This separation can create misunderstandings, inefficiencies, and other problems.

As a consequence, valuable opportunities slip away, customer experiences suffer, and overall operational efficiency is compromised.

Specific problems solved by AI





How AI Can Solve Distribution-Specific Problems

Centralize Data:

AI can help you to centralize and process data from all your sales channels, even allowing your different teams to access information from any other part of the process they may need. With this ability, sales reps can know what customers are looking at online, customer service reps can know what outside sales reps are selling, and so forth.

Sales AI:

With data from each corner of a distribution business unified, it also allows AI to provide highly accurate cross-selling and upselling recommendations. Such a tool is incredibly useful and easy to apply immediately for any rep, so you can even start seeing ROI right away, in many cases.

Sales AI has distributors seeing near-instant ROI!

AI can also use your data to predict what customers will buy, and even when, so that your reps can be proactive, and your products can be more efficiently stocked. These kinds of tools also enhance the customer experience, making it more personal and timelier for each of them.

After all, the point of all this in the long term is to keep customers happy and to keep growing your customer base; and optimizing your processes with AI is the way to do that today.

The competition will continue to invest in new technologies, so if you want to stay competitive you must find a strategy and technology that works for you.



DISTRIBUTION-AI TECHNOLOGY

Are you ready to introduce AI into your distribution sales process?

Unlock efficiency and growth by embracing the future of distribution with AI-powered solutions. Tailored product suggestions and optimized contact interactions provide a valuable edge in distribution.

[Request a demo](#)

About SupplyMover

SupplyMover offers a powerful and scalable suite of sales enablement tools to distributors, giving sales teams, administrators, compliance officers, and executive leaders everything they need to eliminate waste and maximize profits. In addition to a robust CRM system, SupplyMover offers streamlined customer onboarding processes, automated lead distribution, A.I.-powered suggested selling options, a mobile-friendly e-commerce system, comprehensive and easy-to-generate KPI reports, and more.

To learn more about SupplyMover, visit SupplyMover.com

