

A man with short grey hair, wearing a light blue suit jacket over a pink and white striped shirt, is shown from the chest up. He has a thoughtful or questioning expression, looking slightly upwards and to the right. His right hand is partially visible at the bottom left, with fingers slightly spread. The background is solid black.

**Supply  
Chain  
Conflict?**

**You Need**

**The New Era of  
Manufacturer/Distributor  
Cooperation**

**Ed Rigsbee**

# ***The New Era of Manufacturer/Distributor (or Dealer) Cooperation:***

By Ed Rigsbee, CSP

## **Supply Chain Conflict?**

### **Ed will get your supply chain partners talking!**

- ✓ **How effective is your supply chain?**
- ✓ **Too much duplication of effort?**
- ✓ **Competition getting the best of you?**
- ✓ **What are the perceptions that your supply chain partner has about you?**
- ✓ **Until you know, how can you do better?**

Combining research with insight, Ed reveals many of the erroneous beliefs held by supply chain partners in an entertaining and humorous manner. The simple truth is this; perceptions define reality. Too frequently needless supply chain conflict is created by flawed beliefs about what one's partner wants, needs and considers as being valuable to them. As an industry, learn what your competitors are learning about these blemished perceptions. Discover how to give and get the best Total Value Package available.

Manufacturers and distributors learn how to turn around supply chain relationships by discovering and understanding the needs of your distribution partner. Redirect your valuable resources to create more usable value for your supply chain. Learn why you should move your supply chain relationships from adversarial to collaborative. Discover why Ed say's, "Yes, you can do better!"

This presentation is offered only as a Keynote or General Session. Ed can also adapt it to contractor/supplier or manufacturer/agency cooperative relationships.

**“YES, YOU CAN DO BETTER!”**

**Ed Rigsbee, CSP** is the author of three successful business relationship books; *PartnerShift—How to Profit from the Partnering Trend*, *Developing Strategic Alliances*, and *The Art of Partnering*.



## ***Program Research:***

- Ed interviews and surveys a sampling of both manufacturers and distributors from your industry to determine specific issues.
- Questions are asked about where supply chain partners fall short, do well and can change their behavior to conserve resources.
- Based on Ed's findings, an industry-wide survey is conducted and findings are reported at your industry meeting.

## ***Program Results:***

- Issues from both sides are synthesized and brought to the surface in a safe, and sometimes humorous, environment—without personal agendas getting in the way. While Ed points out the foibles of both sides, he acts as a non-judgmental intermediary.
- Each side is enabled to view challenges through the window of their supply chain partner.
- Ed delivers solutions based on his interviews and knowledge of what other industries have successfully achieved.
- Participants that enter with an open mind exit with implementation tactics for supply chain improvement.
- Ed will get them talking, always an important first step toward building purposeful industry wide communication.