



AGED INVENTORY CHECKLIST

FACT: WHEN A DISTRIBUTOR HAS AGED INVENTORY, IT'S OFTEN AN ISSUE OF COMMUNICATION WHERE NEITHER THE SALESPEOPLE OR THE CUSTOMERS KNOW THEY HAVE THE ITEMS IN-STOCK.

- ☐ **Get a list of what's in stock and how long they have had it**
 - Validate with a physical count if necessary
- ☐ **Create customized sales flyers (training resource site) – helps to highlight the in-stock product for salespeople and customers**
- ☐ **Order showroom POP to help promote in-stock items**
- ☐ **Add to inventory where necessary (i.e. they have a B4850BTPA bracket kit but no fenders in stock, they will need the fender kit to sell the bracket kit).**
- ☐ **Find out what marketing the distributor is capable of:**
 - Social Media: Point them to the pre-made social media posts on the distributor training site
 - Emails, flyers, specials: Point them to the “product photo's / descriptions” tab on the training resource site where they can easily use product images and wording to build promotional materials.
 - Sales incentives / spiffs: Encourage them to add a sales incentive on aged inventory items. (Often a better option than a 20% restock fee)
- ☐ **Communicate all info with your CSR and ISA. They can help send leads to this location.**
- ☐ **Check minimizer.com and make sure they are properly listed as a buying option on the map**
- ☐ **Last resort – after all other options have been exhausted:**
 - Request a product return with off-setting order to remove slow moving items and add known A-movers.