



**THE
DISTRIBUTION
TEAM**

FINDING THE BALANCE: INVENTORY TURNS AND CUSTOMER SERVICE (60-75 MINUTES)

Everyone is looking for ways to shore up their cash flow. While some may turn toward reducing headcount, others will look for reductions in inventory. Why not? Inventory is typically the largest asset in a wholesale distribution company. While prudent inventory reductions are always beneficial, we don't want to throw the baby out with the bathwater. We must recognize that we are sales organizations first and foremost. If we slash our inventory levels, for short term financial gain, we will jeopardize our ability to serve our customers. Unfortunately, their memories last longer than economic swings. In this presentation, participants will learn how to reduce inventory without alienating their loyal customer base. Distributors will learn how to analyze customer needs and make adjustments to their inventory investment. Even in tough economic conditions, we can provide superior customer service through prudent inventory management decisions.

LEARNING OBJECTIVES:

1. Understand how to calculate pure inventory turns
2. Measure customer service levels
3. Improve turns without damaging customer service
4. Use distribution software package to stay on track