

BevPRO Group

Misconceptions Addressed

Overview

Insiders know that suppliers to a well-run buying group enjoy profitable growth for their businesses. Understandably, those with no previous exposure to BevPRO Group can still have some questions and concerns. Let's address some of the most common ones.

Will other suppliers or Members see any of my pricing or rebate program information?

Absolutely not! Confidentiality is at the core of what we do.

None of your confidential information (pricing, sales volumes, rebates programs) will ever be shared with another Supplier or Member. We believe that a strictly adhered to confidentiality policy is the best way to protect the value we create with our supply partners and members. Protection of your confidential information is something we take very seriously. **Your business is strictly your business!**

BevPRO Group also engages Buying Group Services Inc. [BGS], a third-party expert manager, to manage all operations for the Group. Key BGS staff see your information on a need-to-know basis only to ensure your getting paid on a timely basis and to ensure the rebate program is operating effectively. They do not share the information with anyone outside of that process. **Confidentiality is their business!**

How can I give the best price to all the Members of the Buying Group and then add rebates on top of that?

Because, unlike others, our buying group model is mutually beneficial!

BevPRO Group does not support the concept that a supplier should give their best price to all Members of the Group. The practice of one low price for all doesn't work! Programs work best when it creates a winning situation for you and the Member. One price for all means the largest Members (often most valuable to you) subsidize the smaller Members who wouldn't have been able to negotiate that pricing on their own merits.

BevPRO Group supports the concept of "locally competitive pricing" plus rebates. Every Member, large and small alike, negotiate with the Supplier to arrive a price that is competitive for their locale, size of business and local competitive situation. Rebates are then applied across all purchases from all Members, creating a winning situation for all.

In this scenario, looking at the Buying Group as a single customer, you're able to generate a meaningful return from the increased sales and offer a compelling rebate program. We are happy to work with you and design a program that makes sense for you!

I'm already doing business with some Members, why should I offer those Members a rebate?

Growth! Your best salespeople within a group are your current customers.

You will thrive in the buying group space when you approach sales to customers in a buying group as a separate marketing channel.

Supporting an existing Member or bringing with you a Member who can act as an advocate within the Group is one of the most powerful and effective marketing tools you can use to increase your overall sales. The simple act of one Member commenting to another Member that "we use 'Supplier A' and really like them" is often the only catalyst you need as this endorsement from a trusted Member partner works like magic. In fact, supply partners who ensure their best and most supportive customer is a part of the buying group are often the most successful and see the highest levels of growth for their business.

Are there on-going opportunities to meet with the Members?

Yes! There are constant opportunities available.

BevPRO Group believes in being a true partner with its Suppliers. We not only give you access to our Members, but we help put you in touch with the decision-maker and help to find you new customers who are interested in your product.

We ensure that there is a consistent flow of information from Members to supply partners and vice versa and we work hard to ensure that our membership is engaged with your sales team. It truly creates a win-win scenario unlike anything you've seen in the buying group space before.

We're all ears too, so if you've got an idea, we are always open to new and inventive sales channels.

Is there an annual membership fee to belong as a Supplier to the Group?

Absolutely not!

There are absolutely no costs to belong to the Group as a supply partner. There is only upside and true collaboration!

Properly managed buying groups are **collaborative** and serve to **strengthen the bond** between your company and the Group's Members. This system ensures **everyone** benefits from the relationship.



Beverage Processors Group

www.BevPROgroup.com