

The Six Million Dollar Rep

Unlock your customer-facing staff with AI



Only 28% of a rep's day is spent on actual selling, down from 34% in 2018

Salesforce's State of the Sales report, 2024 Salesforce's State of the Sales report, 2018



DISTR

Tasks



Let's change that with Al Al automates specific, repetitive tasks, and it does accurately and with lightning speed.



Less than 20% of distributors regularly use AI in their sales efforts

Distribution Strategy Group Survey



Why less than 20%?

X Not enough bandwidth **X** Too much noise X User buy-in X IT buy-in X Budget



Why not build it yourself?



Al infrastructure is expensive to build and maintain



Pace of innovation impossible to track if not your primary focus



The biggest players will always win this game by throwing money and people at the problem



The RIGHT AI matters. Distributors' AI needs are not one-size-fits-all.





Zooming in on counter staff

Your hidden weapon in plain sight

Counter Staff: Challenges

The "Experience Trap"

Attrition/Generational Shift Competition Complex on time-to-Product quote Catalogues Hiring, **Training & Technical** Retention Quoting ********* *********

Counter Staff: Increased Influence

 For larger contractors, 33% say counter staff has the biggest influence on purchasing

✓ For smaller contractors, a whopping 53%

Overall, a 13% increase in influence on contractor purchasing decisions



Counter Staff: Untapped Potential

Massive proportion of the sales org
Highest 1:1 customer interaction
Constant real-time upsell opportunities
Low cost (high ROI)



"What if I could flip a switch and unlock this massive segment of our sales org?"

Enter: The Six Million Dollar Rep





Introducing Distro

The point-of-sale AI co-pilot for distributor counter staff and inside sales



DISTRO

Who are we?

- Al in our DNA: founded and led by technologists
- Source of the best in AI: funded by Y Combinator
- Co-developed with leading wholesale distributors
- Philosophy: build Iron Man('s suit), not a Self-Driving Car



RepBot

The Al-powered co-pilot for your counter staff





CustomerBot

The e-commerce chat interface for your customers Enter New Order How many forklifts are typically used in the room? Awef: Yes (default: 0) Condenser Type: FLOODED Compressor Type: SCROLL What is the preferred delivery date for the D Unit Cooler Motor Type: DUAL SPEED EC equipment MOTOR next friday Defrost Type: ELECTRIC DEFROST What are your preferred brands for the equipment? 🕟 Room Type: General Type: COOLER Specific Type: General Cooler Please provide the zipcode to complete the job site's 💦 aeoaraphical details. 20492 Room Temperature: 35 Awef: Yes 1 Condenser Type: FLOODE Say something compressor Type: SCROL Init Cooler Motor Type: DUAL SPEED EC Defrost Type: ELECTRIC DEFROST oom Type General Type: COOLER



AutoBid

Automated RFQ + Bid List processing connected to your ERP





QuoteTech

Al-powered technical quoting connected to your ERP

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Custom Al

Bespoke AI solutions

tailored to your business

ASKA2L[®] HARDI





The point-of-sale Al co-pilot for distributor counter staff and inside sales

Schedule your demo today!



