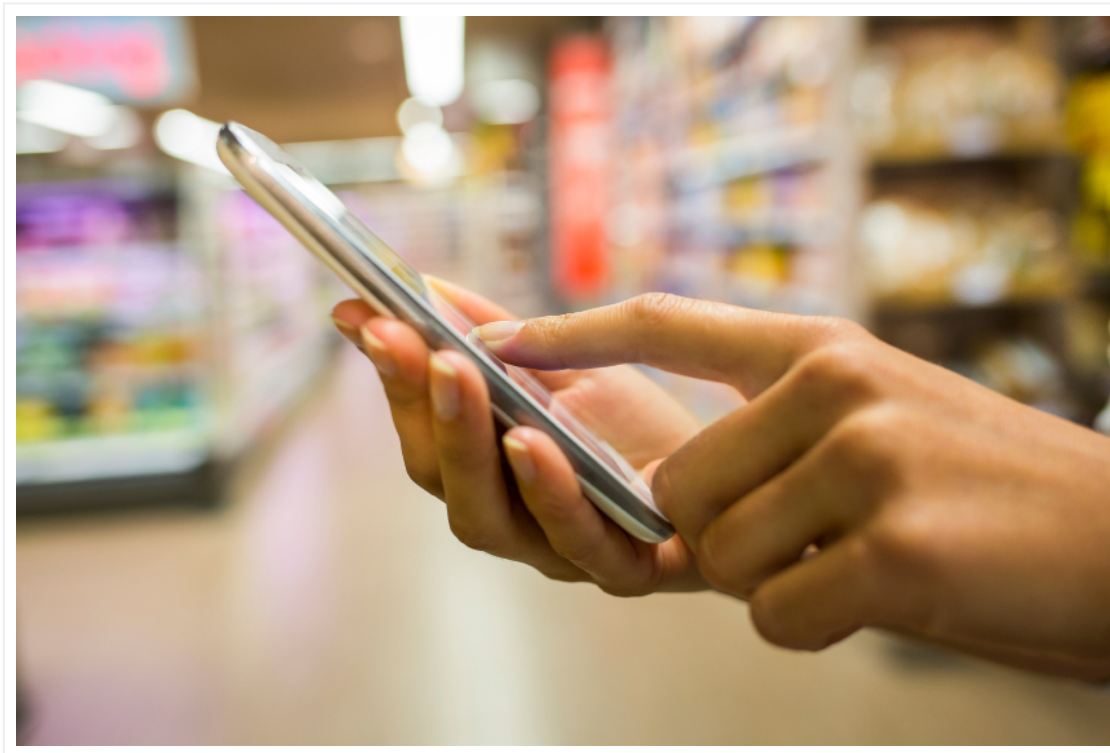


ERP apps

thoughts on improving your business by xkzero

DSD: Partnership Between Supplier and Retailer

Posted on **October 1, 2014** by **Julie (aka 'AJ') Downey**



- With Direct Store Delivery (DSD) Retailers and Suppliers work closely together right in the retailer's store



Direct Store Delivery (DSD) is the process of getting goods into retail stores by delivery reps that regularly fill shelves with their products, take payments, and manage merchandising. This method of distribution benefits both the supplier and the retailer, who are essentially partners whose efforts support each other's

growth. The store and distributor relationship is especially key as we businesses look to accommodate shopper preferences and adapt to retail models.

Suppliers using DSD make frequent visits to stores to keep shelves full. This allows both suppliers and retailers to cater to individual store needs, accommodate new requests and deliver the freshest items available—especially those with quick expiration dates such as bread or produce.

**See the blog post by xkzero,
“What is Direct Store Delivery (DSD)?”
for a more in-depth explanation
of this method of goods distribution.**

Retailers like this because when they keep the products customers demand stocked, shoppers know they can count on their store to have the item they regularly purchase. That means repeat customers. Translation—more cash for both the retailer and the supplier.

DSD has become so established that stores and suppliers now often hold meetings to discuss ways to create joint-value. There, they discuss sales goals, evaluate the success of promotions, and share any shifts in shopper behavior patterns. Consumer habits reviewed may include the days of the week on which people shop, which may influence the choice to shift the delivery schedule. These partners also collaborate on the collection of point-of-sale data and other information through GS1 Trade Partner Performance Measures (TPPM). In addition, periodically, delivery reps may present customer “scorecards” to show how they rank in terms of sales and promotion performance.

To learn more about how xkzero can help drive sales and profits for your distribution business, please contact us at info@xkzero.com or 847-416-2009.

You'll also find more about DSD on our website at <http://www.xkzero.com/mobilecommerce/>

This entry was posted in **Mobile sales, Revolutionize ERP** and tagged **direct store delivery, DSD, GS1 Trade Partner Performance Measures, joint-value, partnership, retailer, supplier, TPPM, xkzero Mobile Commerce** by **Julie (aka 'AJ') Downey**. Bookmark the **permalink** [<http://erpappsblog.com/dsd-partnership-supplier-retailer/>].



About Julie (aka 'AJ') Downey

Content Marketing Specialist

[View all posts by Julie \(aka 'AJ'\) Downey](#) →