

## NETPLUS MEMBER SUCCESS STORY

# ORS Nasco and EBN Industrial Supply Quadruple Sales Over 6 Years with NetPlus

**ORS Nasco and EBN Industrial Supply** have been channel partners for over 20 years. But since EBN joined NetPlus Alliance in January 2014, they have deepened their relationship with ORS Nasco and quadrupled sales together. Despite their longstanding relationship, both partners attribute that success to their enhanced NetPlus Alliance partnership.

EBN Industrial Supply is a full-line distributor of industrial supplies, fasteners, specialty cutting tools and personal protective equipment with seven locations throughout Indiana, Kentucky and Illinois. ORS Nasco is North America's largest single-source wholesale supply company that sells exclusively to distributors with products for use in industrial, welding, safety, construction, MRO, HVAC, janitorial markets and more.

### THE PLAN

While ORS and EBN didn't embark on a traditional Growth Plus plan, they did follow a natural progression of the steps involved in the sales planning program designed to enhance partnering between NetPlus distributors and suppliers. The partners focused on regular interaction, which paved the way for higher levels of engagement. Together they have provided product trainings, diversified product offerings, and

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negotiated bulk purchase and freight savings.

EBN also began to take advantage of opportunities offered through their NetPlus partnership, including:

- Special promotions
- Customized marketing support
- Quarterly sales flyers
- Most Popular Item catalogs
- Safety catalogs

### RESULTS

After joining NetPlus, EBN was able to strengthen their existing relationship with ORS through increased face time and engagement, resulting in a stronger relationship and quadrupling their sales growth with ORS.

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*"ORS has been very responsive when you have questions or needs. They do what they say they are going to do."*

ORS is a wholesale supplier, EBN was able to break bulk to offer smaller quantities of products to their customers. This access was instrumental in helping their customer base realize they sell more than fasteners. EBN now sells 21 of the 22 product categories offered through ORS.

Benefits for EBN include:

- Improved product offerings
- Better pricing strategy
- Less cash tied up in inventory
- Reduced freight charges
- Opportunity to sell smaller quantities of items
- Drop ship capability
- Improved supplier rebate

## WHAT WORKED

### Getting to know each other

The success of this partnership can be attributed to both companies' willingness to engage. To get to know EBN's needs better, Karen Tartaglia, ORS Nasco senior account manager, began to build relationships throughout EBN, understanding the unique roles held by not only the owners, but their staff as well.

Tartaglia said of the NetPlus partnership with EBN: "By having multiple touch points and getting to know the owners, the outside sales reps and inside sales reps as well as their safety director, I'm able to identify opportunities and drive business in all directions."

"We call it 3-wide and 3-deep," Patrick Murray III, ORS Nasco business development manager, added. "We like to get to know every person within our customers, not just the decision makers, but the internal people, salespeople and the counter guys."

The relationship between EBN and ORS worked due in large part to organizational buy-in. EBN's leadership believed in and understood the value of the partnership and communicated that to their team regularly.

## Total cost of acquisition tool

ORS offers a free Total Cost of Acquisition Tool which provides a side-by-side comparison of the expense associated with going direct with a manufacturer compared with ORS. The tool enabled EBN to understand the total cost of acquisition and provided them with a detailed report outlining profitability and inventory savings with ORS.

## Reliability

Distributors rely on products to come in properly packed and labeled; they also depend on accurate shipping and lead times. ORS has provided EBN with those assurances.

"ORS has been very responsive when you have questions or needs," Jeff Harding, co-owner of EBN, says. "They have very good inventory. Prices are fair and delivery is very good. They do what they say they are going to do. It's a pretty easy relationship, and as a distributor, that means a lot."

## GETTING STARTED

Harding encouraged other distributors and suppliers to reach out to NetPlus for support in developing the right channel relationships. "They know who to contact and will often facilitate a joint email between you, the manufacturer, or ORS and get you on the right track." ■

