

AVDA Survey Reinforces the Value of Distribution

As a part of AVDA's strategic planning process, the AVDA board focused a significant amount of time in the last year around our information goal. This goal was for manufacturers and distributors, through better understanding of the distributor value proposition, to enjoy a competitive advantage in the marketplace resulting in the ultimate customer experience. Our major objective under this goal was to increase manufacturers' understanding of distributor value proposition.

Our primary strategy to help us achieve this goal was to clearly define and communicate the distributor value proposition through a whitepaper called "The Power of D" to help explain to our manufacturer partners how important distribution is to our veterinary practice customers. To support this effort, we surveyed veterinary practices last fall about the value that distribution brings to their practices.

We utilized the services of Robin Wedewer of The Wedewer Group to conduct the survey. Ms. Wedewer unveiled the results of the survey in a presentation at AVDA's 2017 Annual Conference last May. The good news is that survey results clearly showed that veterinary distributors are the preferred source for purchasing products for their veterinary practices, reinforcing the value that distribution provides in the supply chain and providing future growth opportunities for distributors and suppliers alike.

The results of the survey showed 7 out of 10 practice decision makers prefer to order from distributors, having them handle the entire transaction, including billing and shipping; 3 out of 4 purchasing decision makers (76 percent) say veterinary product distributors are better than manufacturers ... with the main reason being that ordering from distributors "makes their lives easier" – with 62 percent citing "ease of ordering" among their top three reasons for choosing distributors; 81 percent of decision makers are satisfied with ordering from distributors, while only 33 percent are as happy ordering directly from manufacturers. Decision makers indicated that they "Were more likely to meet with distributor sales representatives because they understand the unique goals and needs of the practice and they like the salesperson."

To read the Executive Summary of AVDA's Veterinary Practice Survey, [click here](#).

For more about the survey, click the links below.

[Vet Advantage article in digital magazine](#)

[Vet Advantage Blog about survey](#).

To learn more about AVDA and The Power of Distribution, [click here](#).