How Technology can help distributors

Attract & Retain Talent

Employees are 230% more engaged and 85% more likely to stay in a job 3+ years if they have the right technology tools

- Qualtrics

Unlocking the Future of Talent Management

Like many other businesses in the past few years, distributors face increasing challenges in attracting and retaining top-tier talent. In fact, distributors currently have a shallower pool of qualified workers to talent-hunt in than many other sectors.

It can also be hard to hang on to employees for these same distributors, making the problem far more challenging. The good news is solutions are emerging to solve these very problems.

Distributors are discovering how cutting-edge technologies, including Customer Relationship Management (CRM) platforms, Artificial Intelligence (AI) and sales enablement tools, can drastically improve the way they recruit, train, and retain employees.

By offering the flexibility of remote work, simplifying tasks through automation, and other benefits, technology is a pivotal ally in the quest to nurture a dynamic and satisfied workforce. This white paper delves into these solutions, and the steps distributors can take to address their talent crisis.

What is talent managment?

Talent management is the strategic process of attracting, developing, and retaining skilled employees to achieve an organization's goals. It involves recruitment, training, and performance management.

Distribution and the Talent Crisis

To thrive in the competitive and in-flux market of distribution, you need a robust, reliable workforce. While many industries still struggle with staffing after the massive changes in the job market throughout the COVID-19 pandemic, the impact has been particularly acute for distribution.

Modernizing Tools for Attracting Top Talent

Skilled workers were already hard to come by, among a number of other issues which made hiring a challenge even before the past few years of change. A primary issue has been long onboarding processes and outdated technology, because these make the industry very unappealing to younger hires.

If the last few years have shown us anything, it's that talent is no longer willing to settle. They are looking not just for better pay, but for a more content work life. And that can simply mean a process and tools that meet modern-day standards; their tools won't weigh them down and slow them down.

Why should they be frustrated by clunky and counterproductive tools, when they can simply work somewhere that values their employees enough to update? This is the perspective of many workers today, and it makes sense in an era where it seems baffling to work with technology that offers next to no benefits, when through personal experience in day-to-day life we know that better technologies exist.

> **To use outdated technology in a market full of better options can be compared to clinging to a typewriter and fax machine when we have Word documents, printers, and email. At least, this is so in the eyes of the modern worker.**

Distribution and Outdated Tech

So why are workers frustrated with outdated technology? Why – and how – does modern technology contribute to attracting and retaining talent?

Modern Technology Transforms Work and Boosts Satisfaction

Not only are newer technologies much faster, simpler, easier to use, quicker to update, more flexible, and more versatile, but they also often take on the most mundane of rote tasks for the worker.

Much new software will contain automations and/or AI which reduce the amount of tedious manual work that an employee needs to do. A common example for distributors would be a sales representative needing to do data entry in multiple spreadsheets and applications, needing to manually keep all those updated, and reference many of them for their sales calls. With modern technology, many kinds of data entry can be automatically recorded, and even accessed for reference in a single consolidated location. This can save hours of time for these sales reps, allowing them to focus on making sales (and commissions).

Recording and sifting through data is a generally unpleasant aspect of a job like theirs, greatly reducing job satisfaction. In distribution, these tasks are often unnecessarily still mandatory. But to use outdated technology in a market full of better options can be compared to clinging to a typewriter and fax machine when we have Word documents, printers, and email. At least, this is so in the eyes of the modern worker. Gen Z and Millennials are only becoming a larger and larger portion of the hiring pool, and these workers expect decent technology at work.

1/6

of Gen Z and Millennial employees have quit a job because their employer did not provide the proper technology for them to do their job *(Zapier)*

Harnessing Tech to Train and Thrive

Efficient onboarding is crucial for new hires to become productive quickly. Technology-assisted onboarding makes setting up and training new hires faster, more engaging, and more effective, enabling employees to start contributing sooner.

Bridging the Skills Gap for a Stronger Workforce

With scarcer labor available, a distributor must often look for someone who needs to be trained for a certain position, not necessarily someone who already has experience in the position. So, a strategy to achieve the level of hiring you desire needs to include training people up.

This is where technology comes in, to streamline training and reduce onboarding time. Technology that is easy to learn and reduces the complexity of a role by taking on manual tasks and simplifying processes makes it so an employee can quickly become productive.

Realizing ROI Sooner:

Faster onboarding and training mean that distributors can realize a return on their investment in new employees sooner, positively impacting the company's bottom line.

If employees take months to learn processes, the risk of them leaving within a year increases. Investing in technology for faster onboarding and simplified work can boost retention. Effective onboarding creates a positive first impression and can improve new hire retention by 82% (Brandon Hall Group). Technology plays a crucial role in attracting, training, and retaining talent.

Hidden Costs of Employee Turnover

Talent Retention

While the satisfaction of new hires is important, particularly as distributors rush to fill important roles, existing talent is just as important. Losing talent, and the subsequent need to keep replacing them, can make hiring an endless battle.

Plus, there are other factors that impact long-term success with this high rate of turnover. Of course, there is that valuable time-earned knowledge that you lose along with them; the type of thing that you can't save in training notes. Time is wasted, productivity is lost, and it is simply more cost effective to retain employees. It can also impact your company culture and morale.

87% of HR leaders say employee retention strategies should be a top priority *(UKG)*.

So how can you increase retention?

First, show employees you care about their satisfaction and happiness, and support a healthy work-life balance. Why shouldn't you, when happy employees are productive employees anyway?

One benefit of technology that distributors need to be open to providing is the ability to work from home. **Learn more about that on the next page.**

Navigating the Shift in Employee Expectations

Remote work has become a fundamental aspect of the modern work environment. Technology enables employees to work from anywhere, breaking down geographical barriers and expanding the talent pool. Some work, of course, can't be done remotely, such as manufacturing or warehouse jobs. But it perhaps goes without saying that companies which embrace remote and hybrid work, rather than asking all employees to come back into the office, will have a wider pool of talent to hire from. In fact, 98% of workers want to work remotely, at least some of the time (Buffer), while 65% want to work entirely remotely (FlexJobs).

After the pandemic, more workers have found a better work-life balance via remote work with more flexible schedules, and they aren't looking back from that any time soon. 71% of remote workers said remote work helps with work-life balance (PewResearch). Many employees found that they were even much more productive at home, on top of benefits like flexibility and reduced or eliminated commuting time.

What employees want and need has changed, just as the world and the economy has changed, and businesses need to be accommodating and understanding to the real people with very different lives that work for them, rather than hoping that the workforce will change for them instead. It should not be a burden to help workers thrive, especially when solutions are so simple.

88% say the meaning of success has changed for them since the pandemic, with work-life balance, mental health, and workplace flexibility now top priorities *(Oracle)*.

Ensuring Productivity and Accountability

While some companies unused to not seeing their employees in the office all the time may worry about whether their team truly is as productive at home, technology like AI-driven monitoring and collaboration tools can ensure that remote employees remain productive and accountable. Sometimes even the same platforms that allow your employees to log in and work, whether at home or in the office, have this functionality built in.

Sales Enablement Tools: Streamlining Work

Sales enablement tools powered by AI provide sales teams with insights, content, and the previously mentioned automations that streamline their daily tasks, allowing them to focus on building customer relationships and closing deals.

Boosting Sales and Job Satisfaction: The Power of AI and Automation

Not only does this help teams become more productive, but there are sales-boosting benefits as well. AI-driven analytics and predictive tools empower sales representatives with data-driven insights, enabling them to make more informed decisions and increase their sales effectiveness. This in turn leads to increased commissions for sales representatives, so both the company and its sales teams benefit from increased revenue.

As mentioned earlier, automation reduces the amount of manual work that sales representatives need to do. But this also applies to roles like management, accounting, and even CEO. Automation of administrative tasks such as data entry and lead management can reduce the burden on nearly any role, increasing job satisfaction and retention.

Old technology is slow to use and makes the steps to completing a task complicated. This, of course, slows employees down and is often frustrating. It's not just customers whose expectations have evolved along with technology, your employees have higher expectations, too. Why should their place of employment provide worse productivity tools to them than they can access in their own daily lives?

Meeting Employee Expectations for Efficiency

This is a source of much of the frustration with workplace technology these days; why shouldn't it live up to the easily accessible standards they see at every turn. When provided with simple and efficient tools, employees can work faster and experience less of that frustration. And content employees means more retention, it's as simple as that.

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DISTRIBUTION SALES ENABLEMENT

Are you ready to introduce sales enablement into your distribution process?

In talent-driven industries, technology's role in talent attraction and retention is vital. Remote work, streamlined workflows, and automation boost employee satisfaction, while driving sales and facilitating quicker training. Embracing these innovations enables distributors to retain and attract top talent in a competitive job market.

Request a demo

About SupplyMover

SupplyMover offers a powerful and scalable suite of sales enablement tools to distributors, giving sales teams, administrators, compliance officers, and executive leaders everything they need to eliminate waste and maximize profits. In addition to a robust CRM system, SupplyMover offers streamlined customer onboarding processes, automated lead distribution, A.I.-powered suggested selling options, a mobile-friendly e-commerce system, comprehensive and easy-to-generate KPI reports, and more.

To learn more about SupplyMover, visit **SupplyMover.com**

Sales automation

Order Summary

Subtotal
$

Price adjustments
$

Order total
$

View Cart   Checkout

Inventory

Customer Relationship Management

Product Tracker

Product Na

Current Price

$

Data Typ

Analytics Details

Inventory Type 1
$

Inventory Type 2
$

Inventory Type 3
$

Details

Details

Details

Performance reporting

Your Inventory

Product	Status
0 Product 1	Out of Stock
0 Tech Supplies	Out of Stock
37 Product 2	Low Stock