

The Top 15 Logistics Tactics To Sell Your Product In Walmart

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MODEX 2020

GEORGIA WORLD CONGRESS CENTER
ATLANTA | MARCH 9-12
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You landed the Walmart account. **Now what?**

What do you need to consider when aligning your business with the demands of Walmart?

Here's what we've learned to help turn a good shipper into a great Walmart supplier.

1. It's all about data

Walmart wants its supply chain to be as efficient as possible.

- If you don't sell direct, getting tangible customer intelligence can be a challenge

Walmart is willing to share the data it has to help you shape your operations

2. Work from the customer backward

The consumer expects your product to be available on the shelf.

- How long does it take to get from your warehouse to that point?
- Does that align with the carriers ability to deliver within the standard network?

On time from the carrier doesn't mean in-time to Walmart. To avoid chargebacks you need to think about timing from the consumer backward.

3. Load Planning is critical

It's no good having the back half of the truck full of products for distribution centers further down the line.

If you supply multiple products to Walmart, think about how they are loaded on the pallet or in the truck.

4. Think like a Roman

The Romans crisscrossed their empire with straight lines, because that's the most efficient way from point A to B.

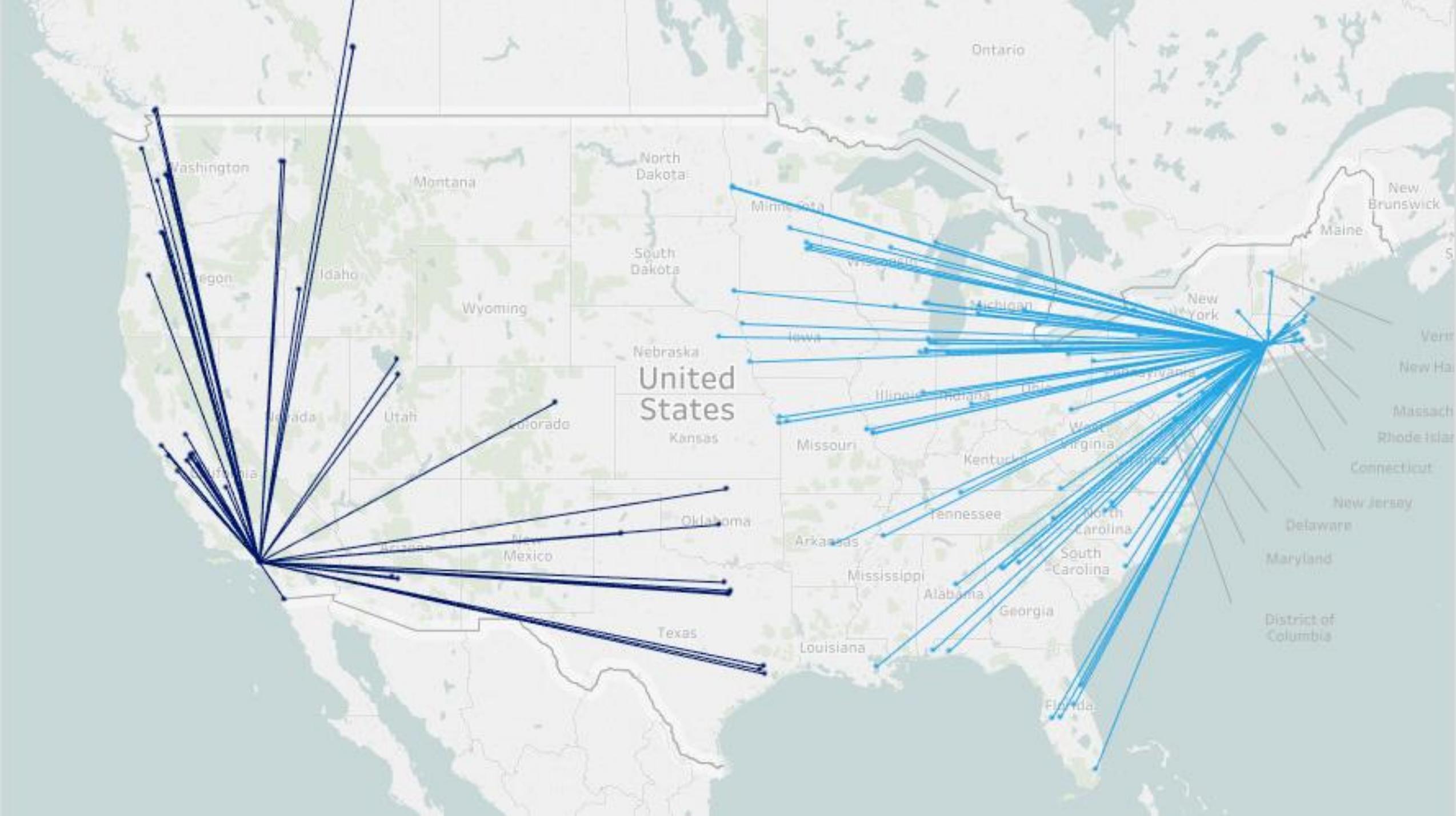
You're looking for the most optimized route because it will save you time, which in turn saves money.

5. Cut down on travel time

Transport costs are the great unknown, tied to multiple scenarios:

- Fuel costs
- Order quantities
- Distance from you to warehouse

You want to control as much as possible, so limit how far inventory needs to move by positioning it closer to warehouse locations.



6. Labeling: What's in the box?

Upon delivery your box labeling for the warehouse is important.

- Make sure all labeling is clear and functional for the employees who move the product within the warehouse
- Your barcodes are important: keep them in the exact same spot on all packaging to speed up offloading of your product.

7. Reliable carriers are worth their weight in gold

We've heard the horror stories of carriers and shippers falling out because neither understand what the other is actually trying to achieve.

- The number one mistake people make is to think that being efficient equals going for the cheapest option
- Speed to delivery is less critical than reliability

You want a good price - but you need a partner that's aligned with your objectives more.

8. Scheduling & mode of transport

Be aware that your mode of transport will dictate when your products can be delivered.

- Most LTL carriers will not allow you to pre-schedule appointments
- They prefer you wait until your freight has arrived at the consolidation terminal

It's vital your logistics partner can work closely with the carrier and scheduling system to position you better to adjust OTIF without penalty.

9. Having the right foundations

You can't operate a 21st-century business using 20th-century tools.

- To compete in today's market you need to have the right technology underpinning your operations.

Foundations that give you visibility and control optimize every aspect of your business.

10. Embrace digital, it's is the future

Walmart is investing billions in its technology.

- This means manual processes and paper documents are disappearing
- Digital tools like electronic bills of lading might be the future

Suppliers that fail to embrace the new technology could potentially find themselves excluded

11. Ensure everyone lives by OTIF

It's all well and good when your logistics team is held to OTIF.

- When the penalties impact the rest of your business isn't it really a matter for everyone?
- Find ways to incentivize your team for good scorecards

Relieve the pressure from the dock by having clear business rules & expectations for all involved in the order process.

12. Chargebacks hurt, make sure they're justified

Walmart may be huge, but it isn't infallible; there's a lot of automation.

- This means chargebacks can sometimes be applied due to mistakes in their processes
- The only way to contest is to have complete records of delivered OTIF against the buyer requirements

Having a trusted logistics partner that can audit your scorecard and compare it to carrier manifests is critical.

13. Walmart wants you to win; let them help you

Walmart runs a sophisticated education network designed to support suppliers.

- It's in their best interest that you are operating to the best of your abilities
- Buyers are also incented to have a good supplier base

Make full use of their classes, academy and tools offered to help you do just that.

14. OTIF is vital, but so is everything else

Walmart is taking huge strides in making its entire operation as sustainable as possible.

- This includes targets for suppliers, which are only going to get more strict
- It's a good idea to know what they are and keep yourself aligned

15. How to write a great OTIF action plan

Walmart lives on data, which means evidence. Writing a great OTIF action plan gives you evidence to show how you will improve standards. But how do you do that if you've not done one before?

One option is to outsource to a competent third party, one with experience in supporting suppliers to build efficient supply chains, whether they're supplying to Walmart, Amazon or any other big box retailer.

Having a supportive partner means you get access to the right experience and support, tailored to your unique requirements.

For more information:

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