

How to Secure Business and Maintain Relations with Chemical Distribution Customers: **18 Essentials That Lead to Success**

At Viachem, our customers are our number one priority. As a specialty chemical, food additive and ingredient supplier, our mission is to provide customers with high-quality products, ingredients and services they can trust. Therefore, executing top-grade business practices and placing an emphasis on relationship building is key.

To effectively serve and exceed the expectations of our chemical distribution customers, we must deliver on four key areas that ultimately increase our ability to engage with customers:

REQUIREMENTS

Reliable Performance

Consistently and effectively meeting operational needs and expectations

Price

Offer competitive pricing, with promising outcomes

REQUESTS

Industry Knowledge

Provide insightful information about the industry and market trends

Service

Foster relationships by showing care and concern for the customer and their business

So, how do we build long-lasting, loyal relationships with our customers? The following list highlights 18 essential criteria that customers find valuable. The list is ranked in order of importance and acts as a guide to increase customer engagement.

Requirements

- 1. QUALITY PRODUCT:** Chemical distribution customers want high-quality products they can trust. This is arguably the most crucial factor when choosing a vendor.
- 2. COMPETITIVE PRICING:** Customers will consider three factors when choosing the correct vendor: overall pricing, value and cost of doing business. To stay in the game, you must offer competitive pricing.
- 3. RESPONSIVENESS:** Your customers place a high value on the promptness of response, turnaround time and troubleshooting.
- 4. AVAILABILITY:** Ensuring products and ingredients are readily available will display a sense of preparation and commitment to your customers.
- 5. ON-TIME-IN-FULL (OTIF) DELIVERY:** Exceed your customers' expectations by delivering products in a consistent and timely manner.
- 6. REASONABLE LEAD TIME:** While fast service is always preferred, chemical distribution customers are willing to wait for highly differentiated and rare products.
- 7. INDUSTRY KNOWLEDGE AND EXPERTISE:** Generally, customers do not have access to the knowledge and information they need to problem-solve independently. That's where our expertise comes in!
- 8. TIMELY DOCUMENTATION:** Delaying the documentation process or not providing customers with general information is one of the easiest ways to lose a customer.
- 9. APPROPRIATE MOQs:** Most customers are satisfied with minimum order quantities (MOQs). However, when MOQs are unreasonably high, you can lose customers' trust and support.
- 10. PRODUCT STEWARDSHIP:** As a chemical, food additive and ingredient distributor, it is essential to practice stewardship with your products. Customers appreciate intentionality and care in an industry that is heavily regulated and subject to frequent audits.

Requests

- 11. ETHICAL COMPANY:** Companies gain their customers' confidence by providing ethically sound services and products that meet all industry and legal standards.
- 12. PRODUCT PORTFOLIO:** A solid product portfolio allows your customers to explore product options, alternatives and ingredients that best suit their needs.
- 13. KNOW MY BUSINESS:** Building relationships with your customers will set you apart from other vendors. Emphasizing good communication and customer service will leave your customers coming back to you.
- 14. TRUST:** Partnerships are based on trust. Transparency with pricing, ingredients and production should always be a top priority.
- 15. PARTNERSHIP VIEW:** Customers want to know that you are invested in their success and business.
- 16. GOOD SALES REP:** Most customers can look past a bad or absent sales rep if the overall relationship is successful. However, if you lack the criteria on this list, you risk losing a customer.
- 17. FIVE-STAR INTERACTIONS:** Your customers value the quality of interactions with you over quantity. Therefore, make every interaction count.
- 18. MARKET LEADER:** Chemical distribution customers are more likely to choose vendors who are market leaders—those who provide the highest quality products with the shortest and most efficient supply chain. They want to know that you are the best of the best.