

**DYCO is a national wholesaler providing bulk sales to retail.** As competition enters the market, DYCO is forced to rethink their business model and find new ways to grow their market position in the face of invasive eCommerce services.

Motivated by direct selling models similar to the “Tupperware home party” of the 80’s, DYCO saw an opportunity to leverage on mass-market representation of their portfolio through a new category of resellers; housewives and students.

### Differentiated model

To improve sales results by expanding reach, they decided to leverage on the growing trend of social media and eCommerce but needed a solution that engaged resellers in their business process and was easy to learn and apply.

The objective was to use social media as a means to engage prospects and eCommerce to convert them.

A staff member using an application called eSimon as a follower of a local car club, recommended the app for its seamless integration of eCommerce and social engagement, with the additional benefit of data analytics they received on members activities, preferences and online behavior. This data insight helped them to adapt their services and activities to suit interests and needs.

### Enter eSimon

On the surface, eSimon appeared to be very complex with services catering to B2B, B2C, C2C and several other segments. However, as the case for wholesale was developed, what seemed to be “frills” turned out to be valuable features for building an engaged customer base; the type of engagement necessary to facilitate customer experience and the consumer journey.

For the Wholesale application, eSimon digitized the middleman to facilitate a timely and cost effective supply chain.

### The structure

To facilitate the supply chain between wholesaler and customer a process flow need to be established that included inventory control, resellers, payment facilities, logistics and delivery.

The structure included a *Superstore* where inventory was placed and could be retrieved by resellers. These parties then chose what products they wanted to represent and with one click, could load their eSimon *Shoppe* with several products.

Resellers handled only representation and access to payment. Payment processing, inventory control, and logistics were handled separately by eSimon for each reseller, with commissions, fees and other charges being automatically disbursed.

### Getting started

DYCO registered for a *Community* in eSimon and uploaded their products to eSimon’s *Superstore*; an inventory hub that coordinated inventory, sales and logistics including delivery tracking.

Nancy, a stay-at-home mom with some time on her hands wanted to make some extra money.

On one trip to DYCO’s retail store she saw an ad for resellers to sign-up. Intrigued, she accessed DYCO’s *Community* on eSimon and registered her interest to be a reseller. She was allocated a *Hub* and a *Shoppe*, which allowed her to pick the items she would resell from the *Superstore*. No technical skills were needed to stock her *Shoppe* and after a few steps, she was configured and ready to start selling.

### Creating new markets

With her *Shoppe* always accessible on her phone, tablet and PC, she began

to see sales opportunities in everything she did. With her friends over coffee, fellow clients at the hairdresser, and even remotely through social media. Through her *Hub* she could easily network socially and share products to Facebook, Pinterest and other social platforms that amplified her reach to consumers DYCO couldn’t easily access. Small groups of buyers or local communities that lacked awareness of DYCO or the capability to buy directly.

As she could promote a unique URL that took prospects directly to her *Shoppe*, there was no end to her reach. This motivated her to concentrate marketing efforts on innovative channels.

### The benefits

Through eSimon, Nancy found a new income source she could apply how and when it suited her. The more effort she put into it the more effective her results. The community of other resellers she accessed on eSimon helped to motivate and share ideas on how to create new marketing models and techniques.

DYCO engaged a sales force that could tap micro-markets and extend the companies reach beyond its own resources. In essence, they converted customers into advocates with the personal experience and knowledge to effectively build markets, similar to the “Tupperware party” concept but digitized for today’s environment.

Through the *Superstore*, DYCO was able to create a distribution model where sales and delivery could be handled independently, but with information made available to customer, reseller and DYCO to ensure smooth and efficient facilitation of the consumer journey.

How a National Wholesaler engages downstream resellers on eSimon

