

PLAN FOR SUCCESS



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BLUE RIDGE
FOR A MORE FORESEEABLE FUTURE

PLAN FOR SUCCESS



Presented by:
Curt Yarbrough, Procurement Manager



- Over 11 years experience in the Beverage Alcohol Industry.
- 7 Years with Georgia Crown as the Procurement Manager



COMPANY PROFILE



- Family Owned company founded in 1938
- Operate in Georgia, Alabama, and Tennessee
- Distributor of Wine, Spirits, Beer, and Non-Alcoholic beverages



SUPPLY CHAIN



- Average Lead Time from Suppliers – 31 Days
- Orders placed by 4pm are delivered next day to our customers
- Over **9,000** Active Items that produce SOQ's.
- Team of 4 Buyers that are responsible for:
 - Ordering of Product **across 3 states**
 - All transportation/logistics associated with our shipments

The 3-Tier System



SETTING YOUR TEAM UP FOR SUCCESS!



- Understand the importance of the BPA Sessions with Blue Ridge that will prepare you for implementation.
- Must capitalize on the in house training sessions.
 - Don't be afraid to ask questions during the training.
- Support your team's questions and be able to quickly identify adjustments that need to be made.
- Take advantage of the weekly or bi-weekly Life Line calls. Don't just "go through the motions" during this call.



EMBRACE THE CHANGE

- You as the manager have to be 100% on board with the change.
 - Any negative comments/feedback from the lead can have a damaging impact on the trust of the system.
- With change often comes fear because people are pushed out of their comfort zone.





HOW TO APPROACH PUSHBACK

Questions I've heard as we integrated into SCP:

- The “New System” is not working!
- I think our “Old System” is much more efficient.
- Our “Old System” never ran us this close on inventory level



COACHING UP YOUR TEAM

- Need to identify what team members are struggling to grasp the concepts.
 - One on one training time is necessary to build a stronger bond between the buyer and SCP.
 - Make sure the buyer knows you are seeing their progress and acknowledge their dedication to advance their SCP education.
- Do not allow buyers to fall back into old habits and rely on prior systems.
- Have weekly or bi-weekly meetings with your team to discuss opportunities and continual software education.
- Establish Monthly or Weekly Service Level Goals for each Buyer and acknowledge them if they meet or surpass their goals.

ARE YOU A VOCAL LEADER?



Do you listen to the team first before you vocalize your opinion/theories?

Do you work daily to master your ability to lead and motivate others?

Leadership is not a position or a title, it is action and example.

Good leadership isn't about advancing yourself, it's about advancing your team.

- John C. Maxwell





REINFORCING EFFECTIVE COMMUNICATION

- The team must understand effective communication is vital.
- Ask the right questions to the sales teams to understand what is going on in the field.
- Take the Pro-Active approach.
- Is your communication conveyed clearly and effectively?



STRUGGLES OUTSIDE OF BLUE RIDGE

- Transportation Market & Rate Increases
- Communication from within the team and outside of the team



COMMENTS FROM OUR BUYERS

“SCP gives so much detailed information at a quick glance.”

“Ability to quickly and easily analyze trends when viewing forecast once history has been created”

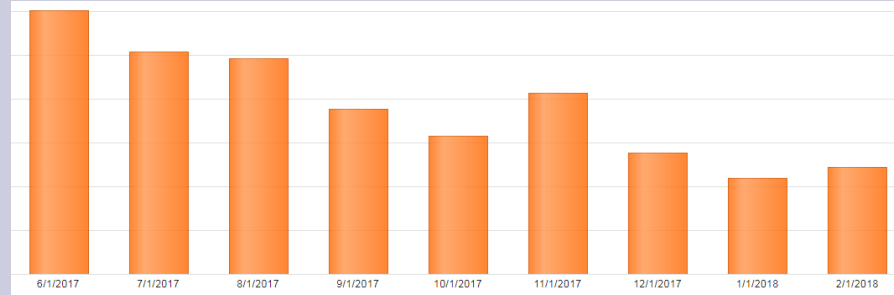
“Cuts ordering time down significantly”

“The number of orders being placed have been reduced”

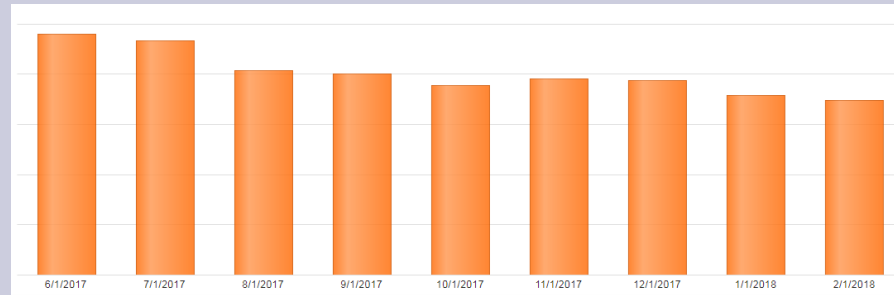


HOW HAVE WE PROGRESSED?

37% Decrease in Overstocks



14% Decrease in On Hand \$\$





LET'S TAKE A LUNCH BREAK

Next Session: 1:30_{PM}

Blue Ridge's Raj Veliyanallore after lunch