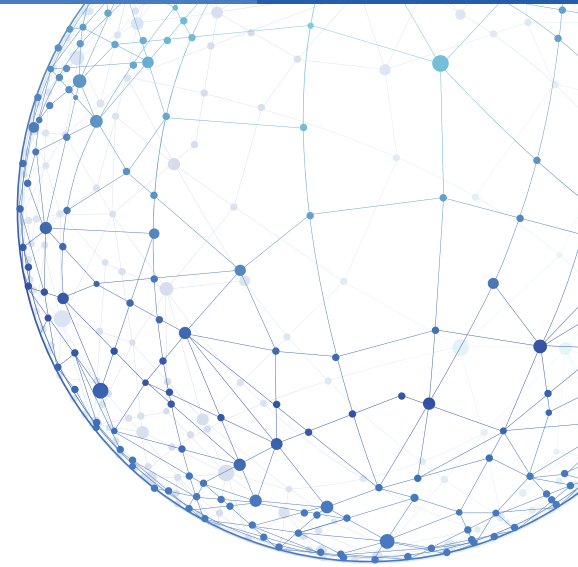


Best Practice Examples from Manufacturer Websites

Why should Manufacturers follow best practices for listing their Distributors and Manufacturer Representatives?

- Provide quick and easy access for customers to locate authorized distributors and manufacturer representatives.
- Ease of use for the customer reflects well upon the manufacturer's brand and keeps customers engaged.
- Increase distributor and manufacturer representative opportunities for new customer orders.



Clear, immediately visible Where To Buy button on home page



Location filter that differentiates global vs. regional and includes logos with hyperlink to distributor websites



FIND A DISTRIBUTOR



FIND A SALES REP

The Where to Buy page has simple and clear Distributor and Sales Reps links



Jump-to links provide a quick way to view distributors by region



Part detail pages include links to view distributors with stock using TrustedParts.com

[DOWNLOAD THE BEST PRACTICES DOCUMENT](#)