

Delivery Route Disagreement

Why is it important for your wholesaler to deliver the route correctly?

A number of factors are considered when a wholesaler assembles a delivery route; however, local knowledge and experience is rarely taken into consideration against a centrally based computer mapping system. There are a number of varied factors which need to be taken into account when a wholesaler decides the makeup of a delivery round.

- » Retailer's RDT
- » Account size
- » Priority customers and rationale for their delivery time (HND)
- » Non priority customers and rationale for their delivery time
- » Mileage
- » Time between drops
- » Variance to route taken on specific days
- » Volume vs Value
- » Road type - i.e. junctions
- » Traffic
- » Secure locations

What To Do If You Feel The Route Is Wrong?

Putting YOU First

1



Contact

Contact your wholesaler and establish the current route order

2



Explain what you are doing and why

- a. Be open and honest in your dealings
- b. Prepare with a number of options ideally that:
 1. Results in a WIN / WIN for both you and the wholesaler and the benefit for each party
 2. Show you have considered all of the factors listed
 3. You have a rational explanation of why you are making the suggestions

3



Gather Support

- a. Do you have any fellow retailers on the same round or adjacent that might want to address the same problem?
- b. Do you need the help of the central NFRN news team or simply want to run through it with them?

4



Explore

- a. Ask what is in the system and understand what the terminology means
- b. See if you are able to sit and discuss it with the local house management
- c. Consider how things might be done differently at the weekend
- d. Obtain advice on what you can do if you disagree with a wholesalers route configuration