



Distribution and the Power of One

Understanding the key role you play in the distribution system

Note from CFS: This self-study program is provided to you courtesy of Chicago Rawhide. It's a great training tool for your employees on the basic concepts and economics of a distribution business.

“No company, no matter its size, location or markets served, can afford to take its competitive position for granted. A key factor in getting ahead and staying ahead is the ability of everyone in the organization to understand the business they are in and the role that they play in creating business success.”

So begins Chicago Rawhide's self study program *Distribution and the Power of One*. The program provides a basic understanding of how distribution works and how key economic knowledge is the back bone for a successful business. Chicago Rawhide designed the self-study program for distributor employees to sharpen such skills as price setting for profits, creating great customer service, raising the bar on competitors and why price cutting hurts.

Note to program participants: The information is presented in sections. Each section is followed by a set of quiz questions. We recommend that you read the sections in the order they are presented. Some chapters refer to earlier information in the presentation of ideas and concepts. Without the earlier references, some of the ideas and information may be more difficult to understand. As you finish a chapter, try to answer the quiz questions, immediately. Your success at answering the questions will provide a measure of your understanding of the material contained in the chapter. If you are unable to answer more than a question or two, re-read the chapter.

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