

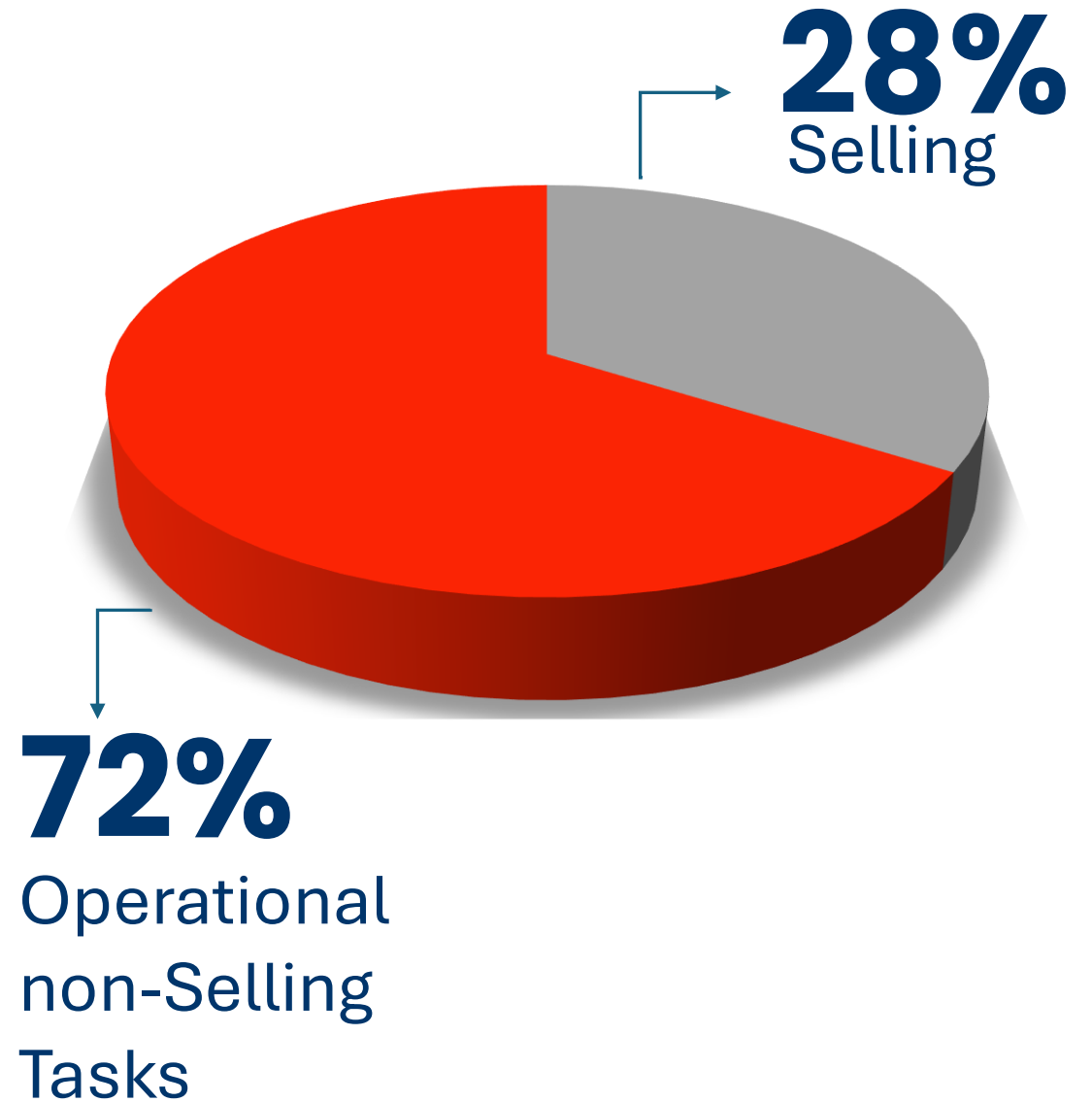
The **Six Million Dollar** Rep

Unlock your customer-facing staff with AI

Only 28% of a rep's day is spent on **actual selling**, down from **34%** in 2018

Salesforce's State of the Sales report, 2024

Salesforce's State of the Sales report, 2018



DISTRO



Let's change that with AI

AI automates specific, repetitive tasks, and it does accurately and with lightning speed.



**Less than 20% of distributors
regularly use AI in their sales
efforts**

Distribution Strategy Group Survey

Why **less than 20%**?

- X** Not enough bandwidth
- X** Too much noise
- X** User buy-in
- X** IT buy-in
- X** Budget

Why not **build it yourself?**

1

AI infrastructure is **expensive** to build and maintain

2

Pace of innovation **impossible to track** if not your primary focus

3

The **biggest players** will **always win** this game by **throwing money and people** at the problem



The **RIGHT** AI matters.

Distributors' AI needs are **not**
one-size-fits-all.

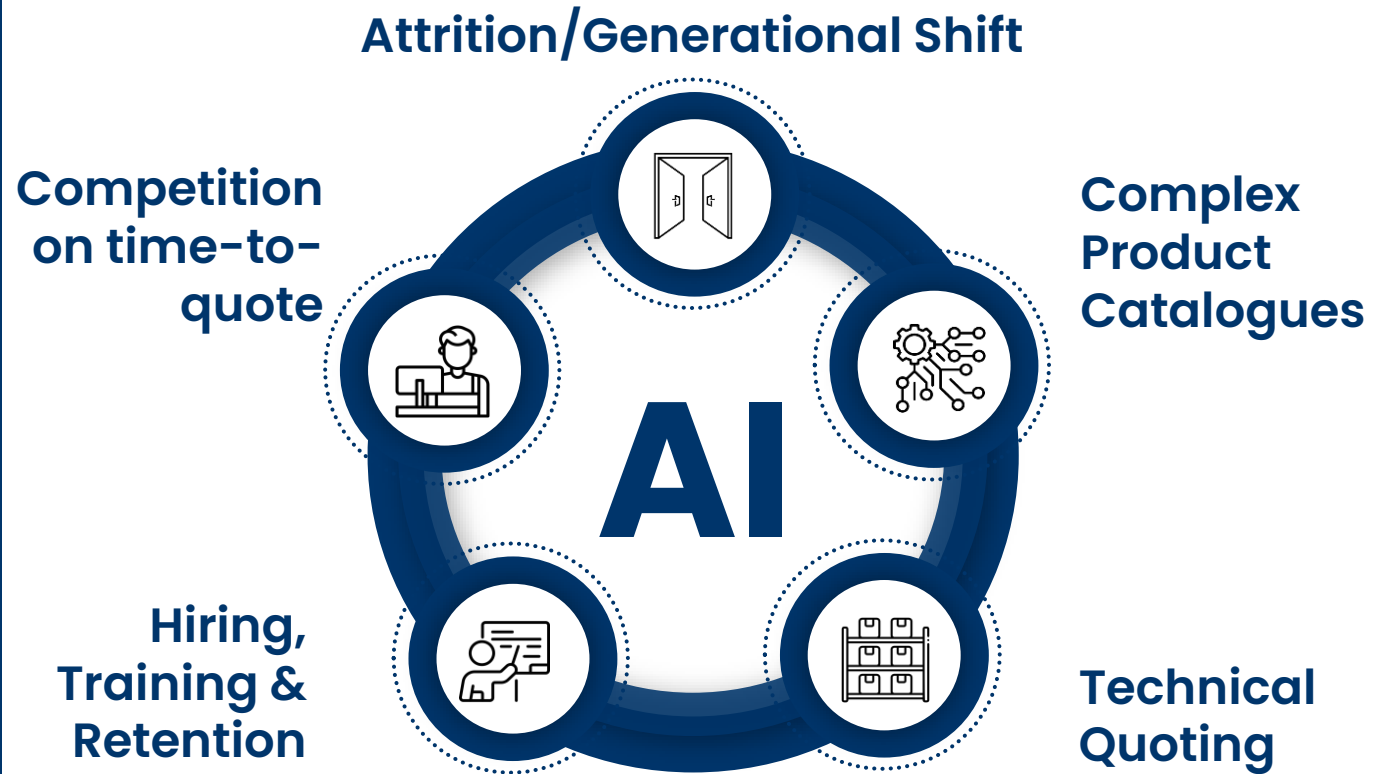


**Zooming in on
counter staff**

**Your hidden
weapon in
plain sight**

Counter Staff: Challenges

The “Experience Trap”



Counter Staff: **Increased Influence**

- ✓ For **larger contractors**, **33%** say counter staff has the biggest influence on purchasing
- ✓ For **smaller contractors**, a **whopping 53%**

 Overall, a **13% increase** in influence on contractor purchasing decisions

Counter Staff: **Untapped Potential**

- ✓ **Massive proportion of the sales org**
- ✓ **Highest 1:1 customer interaction**
- ✓ **Constant real-time upsell opportunities**
- ✓ **Low cost (**high ROI**)**



“What if I could flip a switch and unlock this massive segment of our sales org?”

Enter: The Six Million Dollar Rep

Introducing Distro

The **point-of-sale AI** co-pilot for
distributor **counter staff** and **inside sales**

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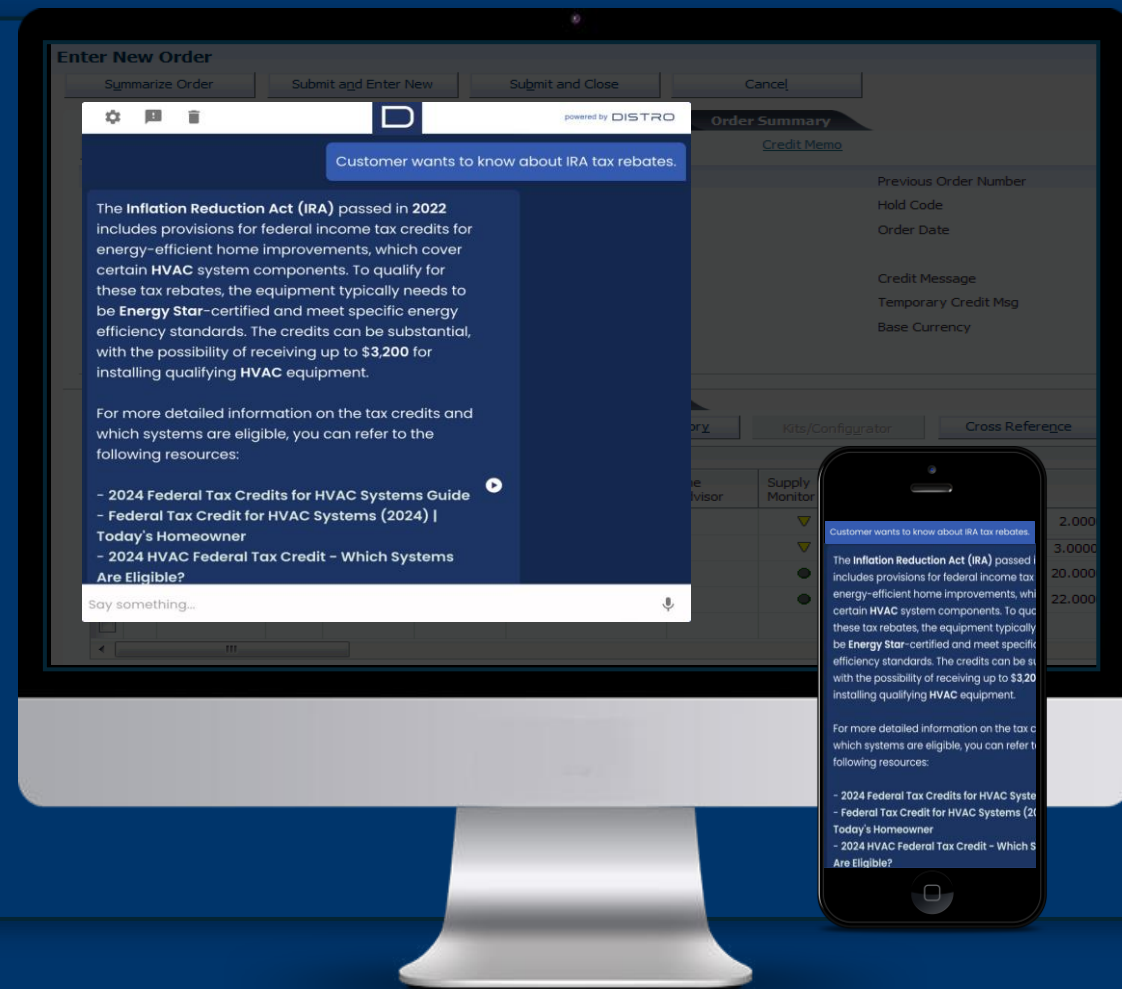
Who are we?

- ✓ **AI in our DNA: founded and led by technologists**
- ✓ **Backed by the best in AI: funded by Y Combinator**
- ✓ **Co-developed with leading wholesale distributors**
- ✓ **Philosophy: build Iron Man('s suit), not a Self-Driving Car**



RepBot

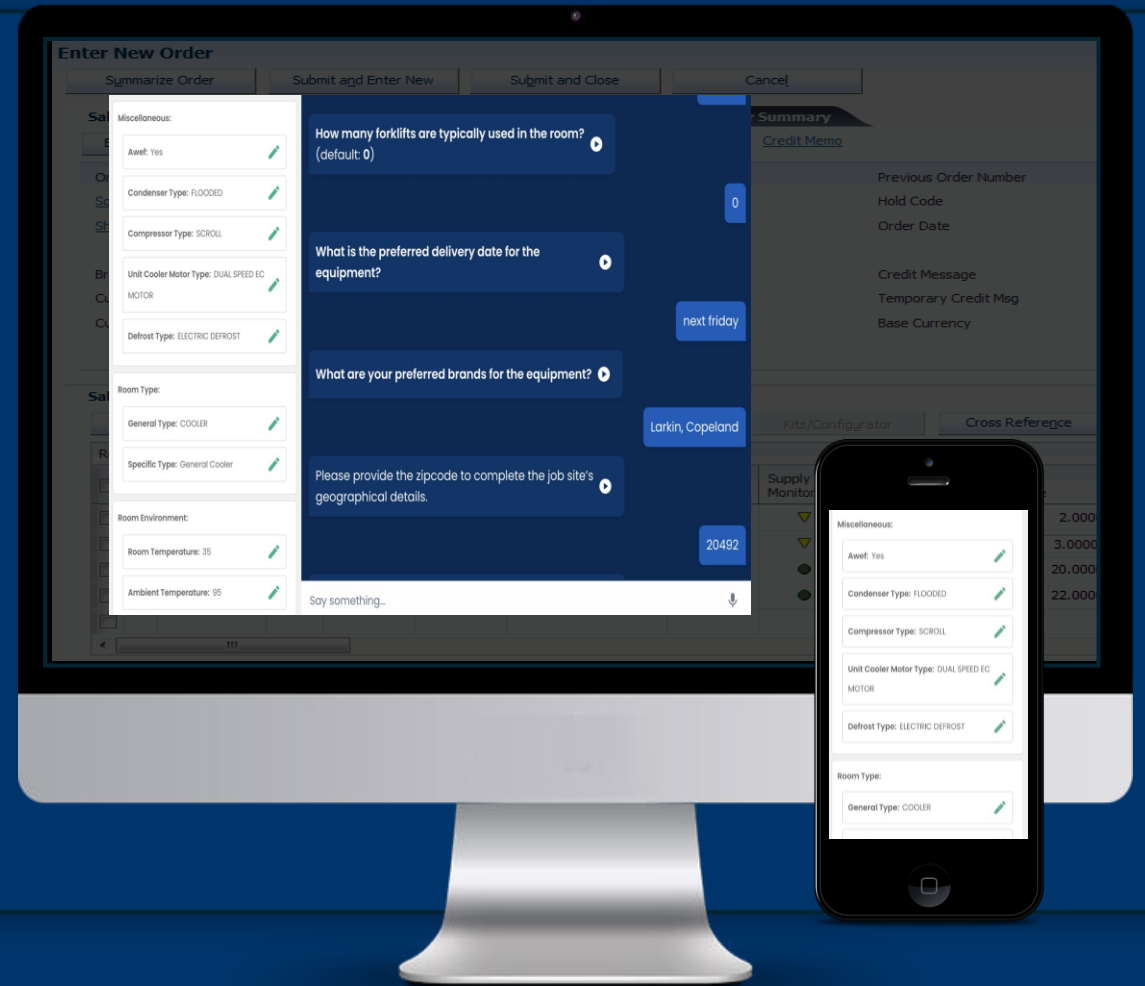
The AI-powered co-pilot
for your counter staff



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CustomerBot

The e-commerce chat interface for your customers

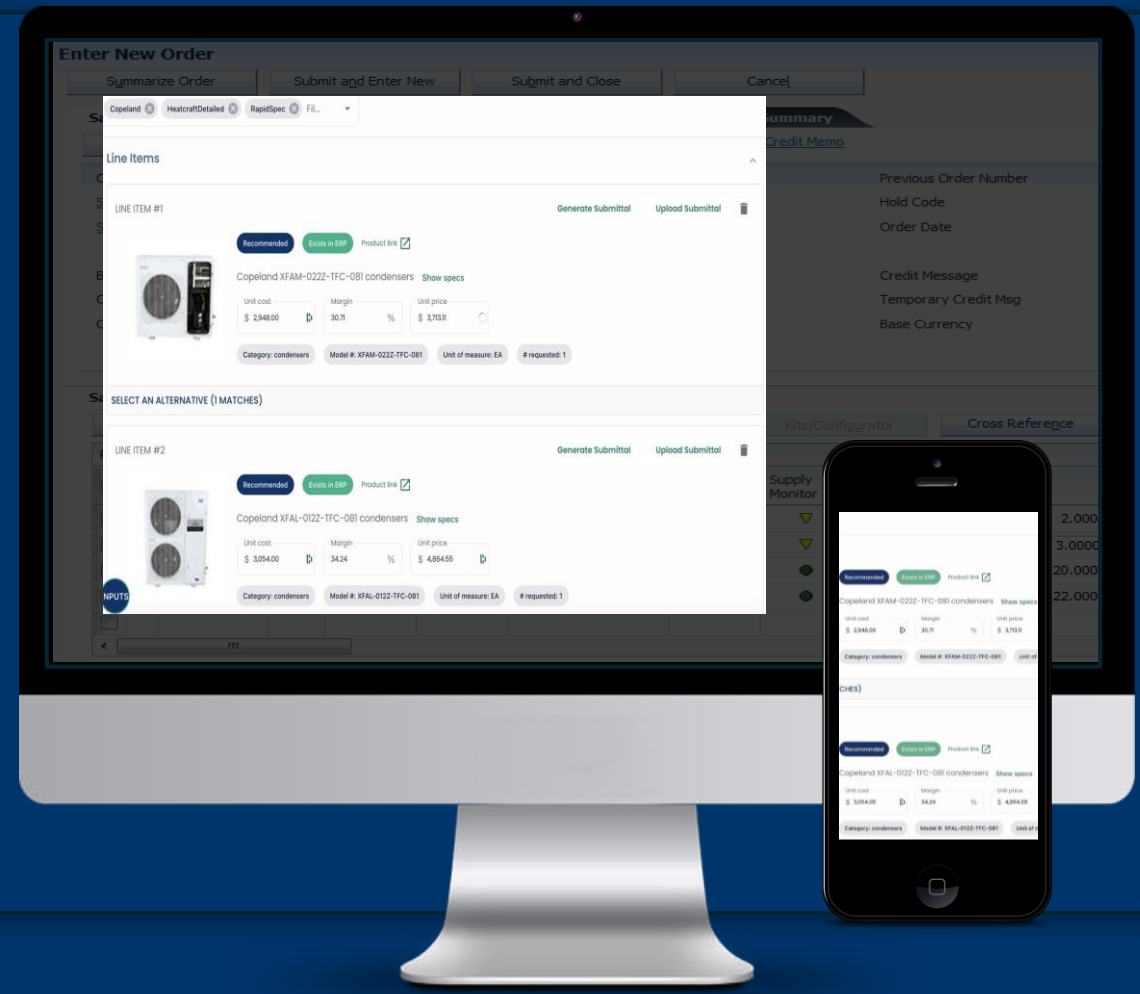


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AutoBid

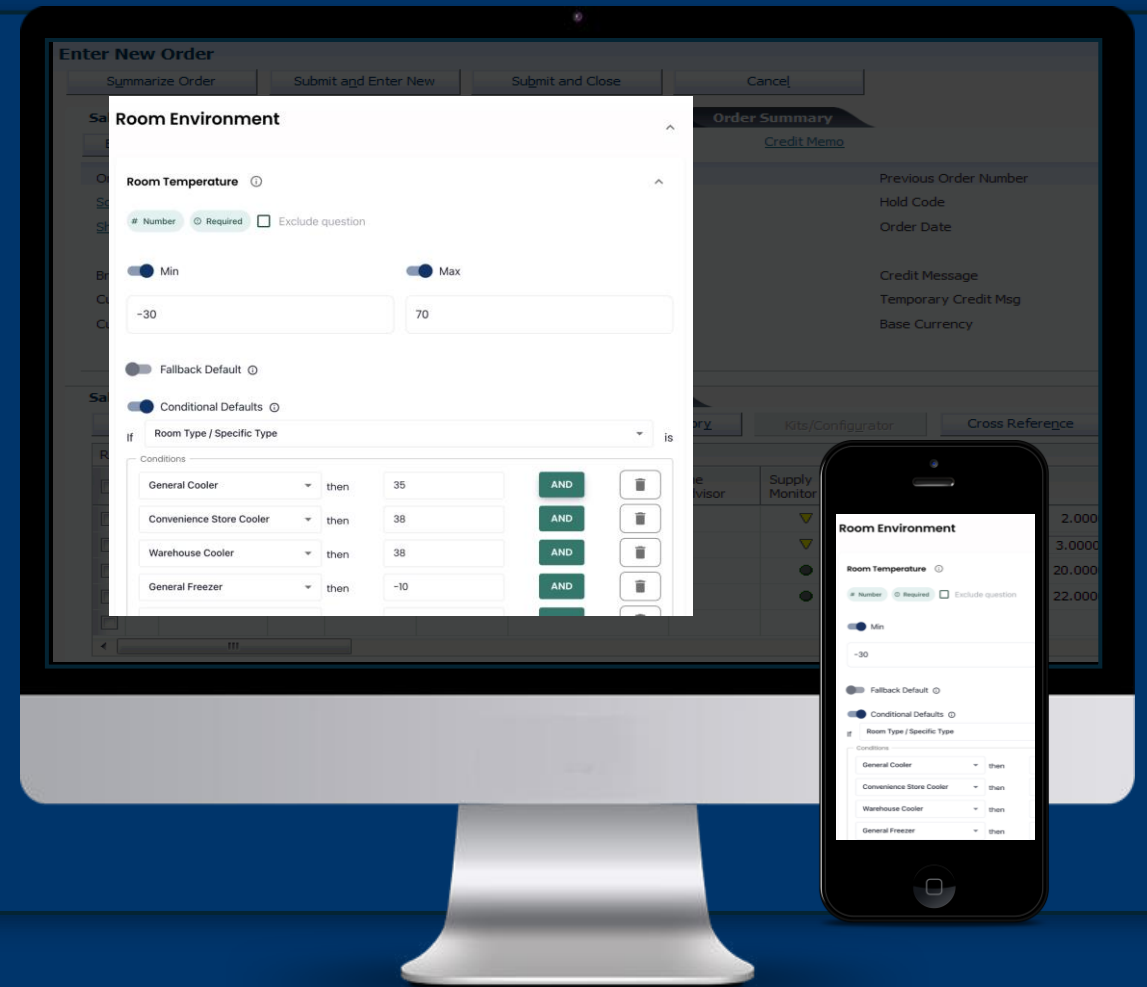
Automated RFQ + Bid List processing connected to your ERP



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QuoteTech

AI-powered technical
quoting connected to your
ERP

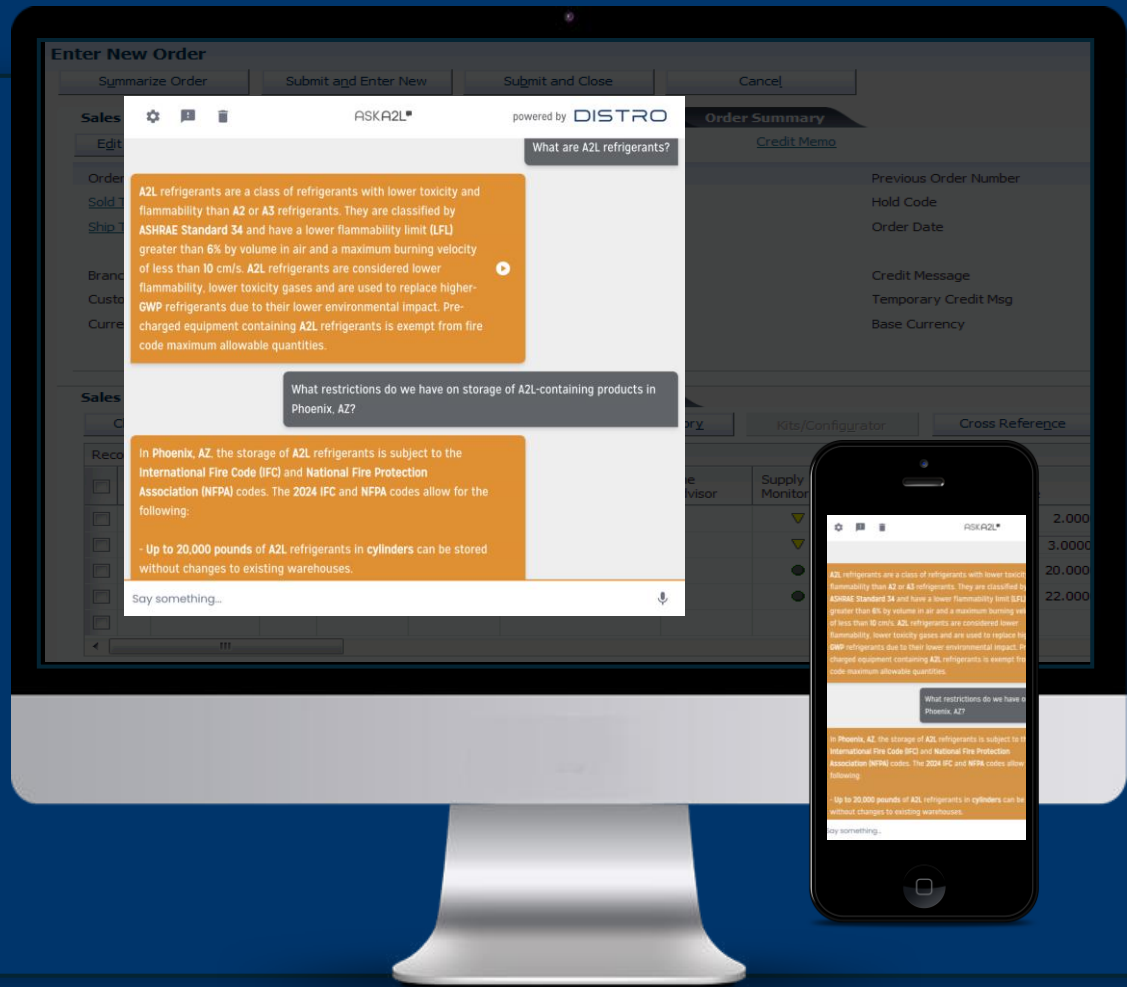




Custom AI

Bespoke AI solutions
tailored to your business

ASKA2L[®] HARDI



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**The point-of-sale AI
co-pilot for distributor
counter staff and
inside sales**

Schedule your demo today!

