

5 Ways to Identify Reliable Suppliers and Authentic Products

Your Mobile Tech Partner

Besides being the right thing to do for your customers and your business, there are major benefits to working with reliable and trusted suppliers. **Here are five things to look for when identifying a supplier partner.**



1. QCA Accreditation

Has the supplier taken the time to go through the rigorous and lengthy process of receiving their QCA accreditation? If so, it means that they have validated standards for product safety, quality, social compliance, environmental stewardship and supply chain security. As a distributor, you can have confidence working with a QCA-accredited supplier because the products are safe and the supply process has been vetted, giving you and your customers peace of mind, as well as lasting, high-quality products.

2. Counterfeits

Although you may save a few dollars, you have to question the ethics of a company that is willing to sell counterfeits to its customers. The product quality of a counterfeit item is likely to be poor, which can damage your credibility as a distributor and may also reduce the number of brand impressions your customer receives if the end-user perceives the item as defective or low-quality. Remember, a faulty product leaves a negative impression of the brand printed on it, not necessarily the product itself.





3. Case Studies

Does the supplier feature case studies on social media or on their website? It's important to see that the products are user-friendly and can be used in a variety of ways. This also helps you, the distributor, come up with new and fresh ideas for your customers with credible, proven solutions.

4. Education

It's one thing to sell, but it's another to educate. Your supplier should be a go-to resource, so you can be an expert when providing your customer with solutions to fit their needs. Your sales representative is a great resource, but digital resources, like infographics and product-demo videos, can also be helpful. Look for downloadable resources, customizable fliers and relevant product education.



5. Innovation

Does the supplier offer any authentic, patented designs? Any supplier that is willing to spend months in focus groups and create various iterations of a product, until they are proud of supplying it, should be viewed as a reputable vendor. It means they value business relationships and innovative, quality products over making a quick buck.