



SURVEY SNAPSHOT: WHOLESALE DISTRIBUTION TALENT & TRAINING

Maximizing the engagement and productivity of company talent is a primary concern of wholesale distribution executives. To help employers increase talent effectiveness through employee training, upskilling, and leadership development, the National Association of Wholesaler-Distributors (NAW) teamed with Apollo Education Group to conduct a survey of NAW-member training practices and employee skill gaps. A snapshot of key survey results is offered here. The full results will be used to develop and deliver world-class talent solutions to advance the industry.

What Wholesale Distribution Leaders Are Saying...

Executives and managers from a cross-section of NAW-member companies shared their perspectives on organizational talent needs. Highlights are below.

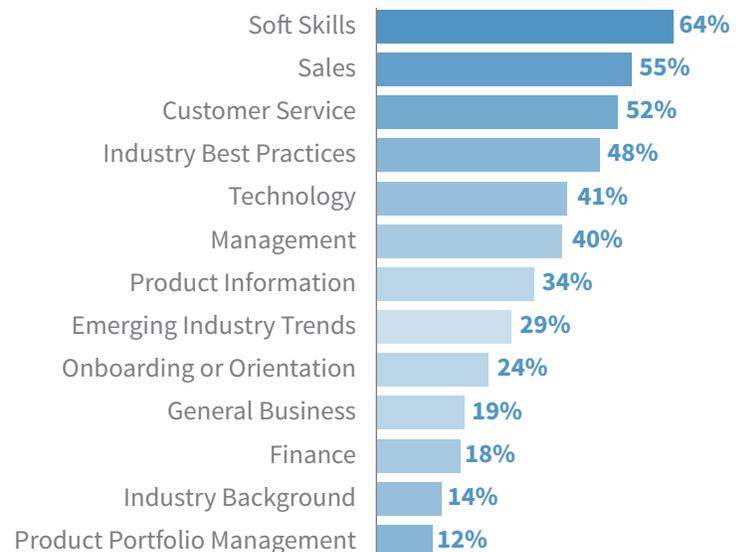
Most Important Talent Development Aspects for Company Growth

(By percentage of survey respondents*)



Knowledge and Skills Most Needed by Wholesale Distribution Employees

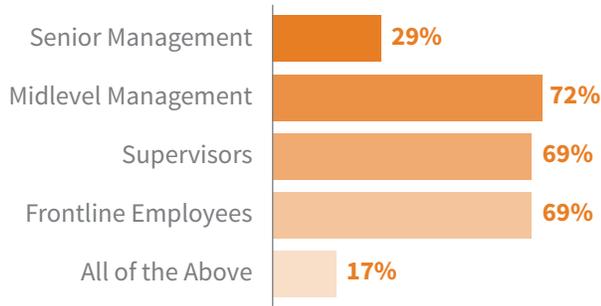
(By percentage of survey respondents*)



*Percentages total more than 100% because respondents could select more than one item.

Level of Employees Needing Additional Skills

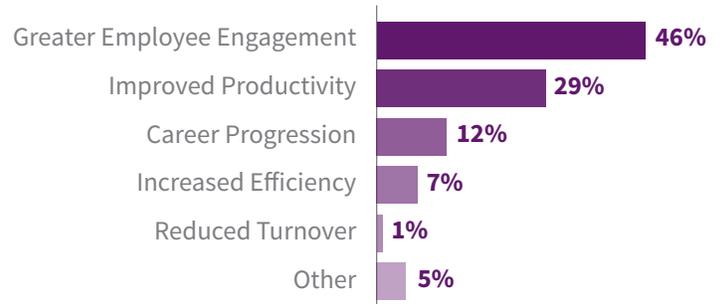
(By percentage of survey respondents*)



*Percentages total more than 100% because respondents could select more than one level.

Most Important Outcome From Company's Investment in Employee Education

(By percentage of survey respondents)



Recommendations for Stakeholders

Based on the survey results, the following actions are recommended for wholesaler-distributors:

1. Prioritize talent acquisition and supervisor/manager upskilling. These two items were identified as keys to company growth.
2. Focus training on top skill gaps. Soft skills, sales, customer service, and industry best practices topped the list of skills most needed by wholesale distribution employees.
3. Develop managerial talent. Midlevel managers were identified as the group most in need of talent development, followed closely by supervisors and frontline employees. Developing managerial talent can help build a learning culture throughout the supervisory and frontline ranks.
4. Stay tuned for additional research findings and talent solutions. NAW will continue to partner with researchers and talent experts to define and develop solutions to advance the wholesale distribution workforce. Watch for NAW SmartBrief and email updates as we communicate our progress.

Survey Methodology

NAW teamed with Apollo Education Group to survey NAW members' perceptions of organizational talent needs, including skill gaps and training goals. NAW members were invited to participate in a 20-question online survey. Of those who completed the survey, more than three-quarters were CEOs, VPs, or other senior leaders (higher than director-level); only about 7% of respondents held non-managerial positions. Respondents represented U.S.-based organizations of various sizes, from companies with less than \$50 million in revenue to those with more than \$1 billion. Thus the findings represent largely the perspectives of executive leaders at a cross-section of wholesale distribution firms nationwide.

Learn More

NAW is pleased to collaborate with Apollo Education Group, a global leader in adult learning and professional development, to bring you research-based insights that help you solve business problems. Help us promote wholesale distribution best practices by sharing this research brief with industry colleagues. To learn more, visit apollo.edu/APD