

# How to Grow Inventory-Sharing Communities

## Overview

At WarehouseTWO, most inventory-sharing communities consist of independent wholesaler-distributors who sell the same brand or product identified by each community name. The success of any community is based on the number of participants, and the activity level of each participant. Such dependency on participation is often referred to as the [network effect](#). **Any distributor can increase the value of his WarehouseTWO membership** by participating in more communities, and by getting more distributors to participate in each community in which it currently participates.

How do inventory-sharing communities grow? It is very simple: **inventory-sharing communities grow as the result of promotional efforts by existing members**. Yes, “word-of-mouth” is our most successful community growth process.

## How to grow inventory-sharing communities:

- 1 Use WarehouseTWO more:** Be willing to purchase from sellers at WarehouseTWO. Your activity as a buyer will stimulate sellers to act as buyers too. If you do not use WarehouseTWO on a regular basis, change your behavior. Encourage your customer service staff to **SEARCH** for items that they need to fill non-stock backorders and avoid long factory lead times.
- 2 Send out more BROADCAST REQUEST emails:** Not only does sending a **BROADCAST REQUEST** email have a direct benefit (finding a needed item that was not posted to our web site), but it has an important indirect benefit: it reminds dormant members to use WarehouseTWO to **SEARCH** for items that **you** own. Also, when another WarehouseTWO member responds to your **BROADCAST REQUEST** inquiry, ask him/her why his/her company does not post its inventory at WarehouseTWO.
- 3 Always have your inventory data uploaded to your account:** The more inventory that is posted at WarehouseTWO, the more success that all members will have with WarehouseTWO, resulting in more sales for **you**. **POST** as many inventory records as your membership allows. The more you **POST**, the more you can sell. Review your account at least monthly, to confirm that inventory data is posted. Automate your postings, for more consistent, accurate data.
- 4 Invite peer distributors to join WarehouseTWO:** You probably already know many of the distributors who sell the same brands that your company does, perhaps because you have bought from them or sold to them in the past, using just the telephone or email communication. The next time you are communicating with peer distributors, invite them to join WarehouseTWO. To help them learn more, forward to them our [training schedule](#). If you forward to us a list of distributors of a selected product line, we will include those distributors in our own marketing activities.
- 5 Introduce WarehouseTWO to your manufacturers:** The fastest, most successful way to grow a community is to involve the manufacturer corresponding to the community's products. Contact the manufacturer's customer service manager or sales executive. Ask that he/she participate in a thirty-minute web conference presentation on WarehouseTWO, hosted by us. We will take over the education process subsequent to your introduction. (We have a complete process to help a manufacturer deploy WarehouseTWO throughout its wholesale channel.)
- 6 Introduce WarehouseTWO to distributor advisory councils (DACs):** A DAC meeting is an excellent forum at which you can introduce WarehouseTWO. With all of the manufacturer's decision-makers and key distributor representatives in the same room, we can introduce the benefits of formalized inventory-sharing via a thirty-minute web conference. Include WarehouseTWO in your next DAC meeting agenda.

## Got a Question?

- a) [Email us.](#)
- b) Call us at 650.329.1592.
- c) Post your question to our LinkedIn group, [WarehouseTWO Users Forum.](#)