

# **“It’s Demand – Not Supply ”**

**As appeared in ISHN “FDO”**

**July 2003**

Today (most) everything is different. Take the above headline, for example. For a long time we have all been under the impression it’s “Supply and Demand”..... not any more! It’s more end user (or consumer) demand and if that doesn’t happen or if you don’t have someone pushing that demand then you don’t need to provide the supply – and don’t need to worry anymore..... ‘cause it’s over....supply without demand “rings up” – no sale!

Are you doing everything you can to drive demand or are you spending too much time on creating the supply?

“Can you hear me now?!!”

Walls prevent communication – walls are created and/or built by people – people who don’t want to communicate with people. Walls are all around us – maybe we just don’t see them all. Look! Tear them down! (“Mr. Gorbachev, tear down this wall.”)

At “Safety Week 2003” we will have two panels. One each with key industry leaders from manufacturing and distribution. Our subject is “Channel Interdependence” and how it can be positively enhanced. Don’t miss it.

We want to remove the “walls” that prevent positive communication within the Channel and develop a new positive mindset – INTERdependence!

The efficiency of the industrial (safety) channel still has a way to go. Inefficiencies can not be addressed with “walls” (of fear of offending Channel Partners) existing.

It, of course, begins with the end user (consumer) and his/her DEMAND (and demands). We (Channel Partners) will have to remove the “walls”, determine and agree who is the best provider of certain services, and then provide the most efficient and the proper compensation of those services.

The end user (consumer) rules.

So it’s back to the headline. (“It’s Demand – Not Supply”)

Think about it.

George J. Hayward