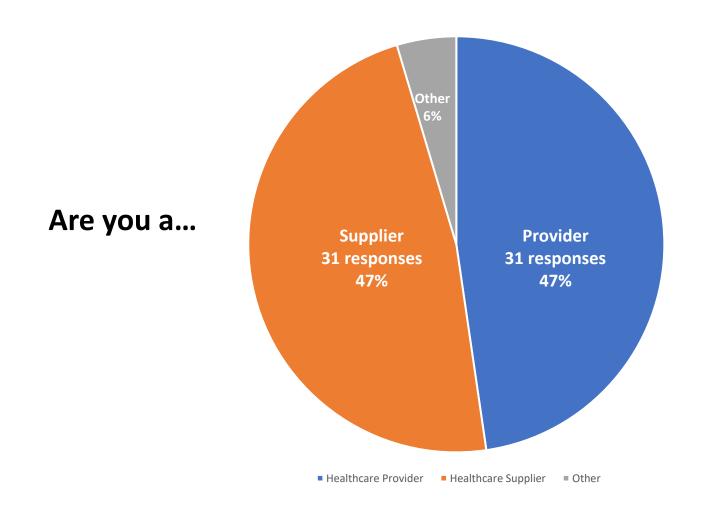


## **SMI** Strategic Marketplace Initiative

July 27, 2020 Quick Quiz Results

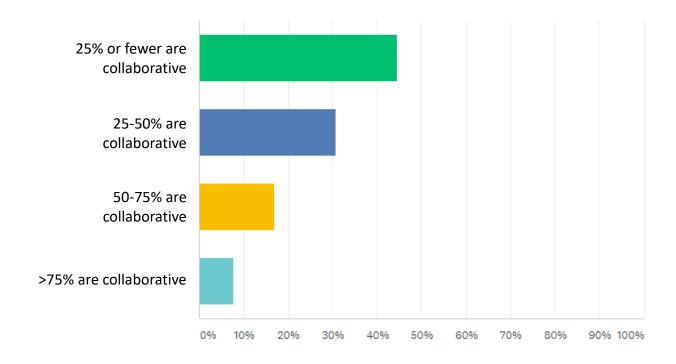
#### **Total Respondents = 65**





✓ July 27, 2020 Quick Quiz Results

What is the current ratio of collaborative to transactional relationships that you have with your trading partners?

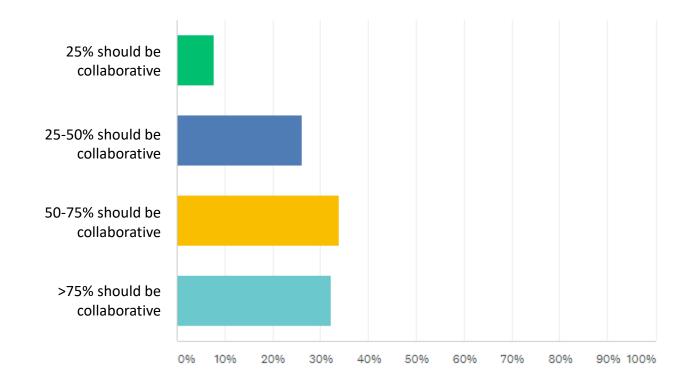




## **SMI** Strategic Marketplace Initiative

#### ✓ July 27, 2020 Quick Quiz Results

What do you believe is the optimal ratio of collaborative to transactional relationships to have with your trading partners?





# **◆ SMI** ➤ Strategic Marketplace Initiative

July 27, 2020 Quick Quiz Results

What one word would you use to describe the benefit of collaborative trading partner relationships?

#### The most common responses:

- Trust
- Value
- Transparency
- Win-win
- **Outcomes**
- Strategic
- Symbiotic

#### Members also said...

- Alignment
- Efficient
- Engaged
- Alliance
- Beneficial
- Confidence

- Coordinated
- Effective
- Exciting
- Expedient
- Flexibility
- Future
- Consistency Insights

- Meaningful
- **Productive**
- Reciprocal
- Solutions
- **Total Cost**
- **Focused on Customer** Needs
- Tremendous value when the going gets tough



# **SMI** Strategic Marketplace Initiative

July 27, 2020 Quick Quiz Results

And the Favorite Cocktails of SMI members during this crisis...

Wine

**Vodka Lemonade** 

#### Beer

**Brandy** 

bud light black cherry seltzer Coronaquila sunrise and sunset.

Cosmos

**Crown & Coke** 

Gin & Tonic

**Moscow Mule** 

Old Fashioned
Paloma
Rum & Coke
Scotch
Toasted Almond

frozen mudslide
Jack and Diet Coke
Mai Tai
Many
Margarita

Mojito

Healthy Drinks...
Water
Iced Tea
Protein Shakes

Vodka Soda Vodka Tonic Whiskey Sour

**Bourbon**