

- **Client Analysis** is performed to gather and synthesize all the needed details about the company, product, manufacturing capabilities, target market(s), competitive environment and revenue objectives.
- **Sales Strategy Development** to ensure that the most strategic target market is being identified and the optimal sales process customized to this segment's attitudes and buying behaviors
- **Assist in Product Development, when needed**, to ensure the features and benefits offered meet the needs of the channel's environment and customers and buyer's expectations. We know what translates into value within all divisions of the Mass Merchant Accounts.
- **Consult on Vendor Requirements and Complete all Vendor Documents** to ensure all requirements and expectations are being met.
- **Assist In Developing Advertising and Marketing Programs** for a channel that is unique in their environment, ability to reach their customers and vendor requirements that must be met in order to participate.
- **Identify Target Accounts** that are suitable for client's product and objectives.
- **Prospect** your targeted accounts by contacting, creating interests and securing meetings.
- **Sales Presentations** are created and presented to incorporate a compelling program proposal and focus on what buyers are interested in and demand.
- **Recommend and Maintain Sales and Marketing Programs** through out account relationship.
- **Account Management** to carefully and diligently protect what we have launched and will continue to grow for years to come. We know how to keep accounts escalations to a minimum, reduce return rates, grow sales and keep buyers happy. Our reputation speaks loud and clear! We will be the main contact for account's buyers and internal departments.
- **Identify Opportunities and Challenges** within account base and create strategies to maximize sell through, profit, revenue and market share.
- **Key Department Training** to ensure all aspects of vendor requirements and account's service expectations are met and exceeded. In turn, creates smoother operational flow for client's internal organization, increased efficiencies, improved ROI and account satisfaction.
- **Analyze Sales Statistics** to monitor trends, opportunities and prepare forecasts.
- **Analyze and Understand Industry** market trends, competition, products, and pricing that may impact sales efforts and make recommendations on adjustments or actions that need to be taken.