



**Predictable Sales Costs:** The manufacturer and Global Launch agree in advance on a program and market development fee that converts into a performance based commission.

**Lower Sales Costs** -We save you money. No maintaining an internal sales force, cost of maintaining a staff and office, taxes, insurance, retirement benefits and no extensive administrative expenses. Selling costs become more predictable and you receive more value-added benefits.

**Keeping a Focus** - Many organizations have existing sales teams in place. If you put too large of a burden on your existing sales team with new products, new geographies or new targets, they will lose their focus! Using an alternative channel, such as Global Launch allows a focused sales effort on a particular market segment or product.

**Increased Sales** — The average factory-direct salesperson is in a territory for two years or less before he or she is promoted, transferred or defects to a competitor for more money. Global Launch has a lifetime commitment to the selling efforts with each account thus holding better relationships with the our clients.

**Quicker Access To The Market** — Global Launch is an experienced sales team with current relationships in the Mass Merchant Channel. We are familiar with this channel, buyers and account requirements as well as dialed into what factors make a program successful .

**Consulting services** — Global Launch has years of successful sales experience in the Mass Merchant Channel. We are experienced in all divisions including E-commerce, Stocking, Special Order and Special Events

**Straight Talk** – Tell it like it is. We need our client to be doing the right thing because it is critical to our mutual success, not to secure our partnership. Therefore, you will get candid and timely feedback, allowing you to serve your account and mutual customers better. The feedback received from Global Launch can be used to improve relationships and increase sales in all selling efforts within your organization.

**Cost of Training And Turnover In Sales Personnel Is Eliminated** — Global Launch only needs to learn your company's products, culture and systems, and may not require detailed product training. We are well-versed in selling skills and have many years of success in the Mass Merchant. The average employee may only stay in the same place two years or less

**Highly Experienced, More Aggressive Sales Force** — Global Launch helps you achieve the optimal volume for your product and maintaining long term relationships with our client and the Mass Merchant Account is critical to our mutual success.

**Provides Marketing Flexibility At Less Cost** — Global Launch can increase your volume by selling outside your present marketing territory

**Creates A Systems Approach To Selling** — Most buyers today will agree to see and buy from only those salespeople who take problems off their desks and bring opportunities to their

attention. The multi-line, complementary package of products make Global Launch systems-oriented rather than a single-product-oriented. Buyers welcome these consultative sellers.

**Every Call Is A Relationship Call For Your Company** — Even when Global Launch is not presenting your product, we are cementing the buyer relationship which will benefit your company in the future.

**Existing Relationships** — Because Global Launch may have several compatible items, we call on a wider variety of prospects and customers, often finding applications for products denied the single-line salesperson. Our advantage is selling to a buyer we already have been selling to and have an existing strong relationship with or having that particular buyer refer us to another buyer. We are selective in the products we represent knowing it leaves an impression on the buyer/account we present it to. Our reputation of knowing what it takes to launch a successful program and, equally important, knowing how to manage that account is key to our long term success.

**Better Market Intelligence** — Global Launch has greater diversity of customers, dialed into the channel, and receives Intel on competitors and industry trends long before a factory direct salesperson.

**Vested Partner In Manufacturer's Success** — Global Launch must sell to be successful. Your success IS our success.