

MANUFACTURERS & IMPORTERS

If You're Losing Sales-Profits Due To
Unproductive Sales Reps/Territories
Every Day You Wait
Is A Mistake...

A COSTLY MISTAKE!

Now Unproductive Reps /Territories No Longer
Have To Be An Accepted Fact of Life!

HOW GOOD IS YOUR COMPANY'S SALES EFF CIENCY?

- Are all of your representatives delivering a consistent and satisfactory sales performance on your line?
- Do you know how to measure each rep's sales performance (market share)? Important growth potential can be lost if you do not know which agencies are making their expected sales contribution on your line.
- Do you know what and how to communicate with your sales force in order to keep them enthusiastically selling your line?
- Are your catalogs, packaging, and point of purchase displays selling your line at the retail level?

The (MRP) MANUFACTURERS REPRESENTATIVE PROFILE is the largest computerized data base of OBJECTIVE, DETAILED INFORMATION on all types of reps in the United States. OUR SUCCESS IS PROVEN...Over 89% of the companies that use the MRP services continue to use the service.

OVER 3600 COMPANIES HAVE USED OUR SERVICES

WE SPECIALIZE IN:

- **FINDING TOP PRODUCING SALES REPRESENTATIVES IN THE UNITED STATES & CANADA** We presently have over 80% to 85% of all the representatives in the U.S. who sell giftware, stationery, housewares, office supply, bath, decorative accessories, electronics, etc., in our data base.
- **REORGANIZING EXISTING COMPANIES SALES EFFORTS** We can provide representatives who are appropriate to sell your line. We also provide simple, easy to use systems and methods of working with your sales force that will yield maximum sales results.
- **ASSISTING NEW MANUFACTURERS IN BRINGING THEIR PRODUCT TO THE MARKETPLACE...** We can develop marketing plans, establish the sales force, and assist in packaging, catalogs, trade advertising, point of purchase displays, etc.
- **WE CAN ESTABLISH YOUR LINES IN NEW MARKET AREAS.**

The MRP service saves you time- money- and yields, better results...one thing for sure, if your present method of SELECTING, TRAINING AND COMMUNICATING with your sales force is NOT YIELDING SATISFACTORY RESULTS and you continue to use those methods, YOU CAN ONLY EXPECT THE SAME RESULTS AS YOU HAVE BEEN GETTING IN THE PAST.

Send us a catalog on your line and let's discuss what we can do for you
If you have any questions call Roger Wilson (916) 784-2300



GIFT MARKETING & PROMOTIONS

2150 A Douglas Boulevard Suite 210 Roseville, CA 95661 (916) 784-2300 FAX (916) 784-2217

www.mrpusa.com email: rogerwilson@mrpusa.com



Dear Manufacturer / Importer

Thank you for your interest in the Manufacturer Representative Profile (MRP) Program.

First of all, I would like to give you a little information on our background in the industry and explain why we developed the **MRP Database and the MRP Method of Working with Sales Agencies.**

We have been selling and marketing stationary gift, general and better gift, collectable, housewares, bath, decorative accessories, toy, electronic, etc., lines since 1965. We have owned one of the larger manufacturer representative agencies in Southern California for 16 years. We sold that agency several years ago.

Since 1970, we have consulted with more than 800 new manufacturers and importers and have assisted in bringing their lines to market. We have also been involved in an equal number of reorganizations of existing company's sales efforts. In this capacity, we were often given the assignment of finding good representation for our clients.

Before we developed the MRP service, we used the same method in selecting sales representatives that most of the industry used; "word of mouth" information we obtained from other representatives, manufacturers, etc.

That system was not reliable enough. Less than 25% of the agencies we selected were successful, which we later found to be the industry average. That was in the early 1970's, and still is the average success rate today. Three quarters of the agents were not successful and had to be replaced. The cost of re-sampling the new agents' showrooms, salespeople, sales lost and customers lost (market share) to competitive lines were astronomical.

We did a study to identify the factors that contribute to this problem, and here are some of our findings.

The industry is over-populated in lines, and nearly every representative is over-lined. A rep concentrates the major portion (usually 80%) of their sales effort on 20% to 30% of their line package. The balance of their lines receives varying degrees of attention **but not their full sales effort.**

There are over 200 types of accounts (classes of trade) an agency can sell and service in our industry, yet we found the average agency is usually efficient in selling and servicing 8 to 12 classes of trade. The combinations of these classes covered best, of course, vary greatly from one agency to another.

Why is it so hard to find an appropriate rep to sell your line? (1) If you interview the rep, they are professional sales people and will tell you everything you want to hear. (2) If you study their line, you have no way of identifying if those lines comparable to your line are part of the 20% to 30% they sell every day of the 70% to 80% that don't get their everyday attention.

When the agent fills out information on the MRP and submits it to us, they have to make over 250 choices. We can identify the classes of trade which get their everyday selling attention, the lines they sell every day, match line compatibility, judge the strength of their management, and more.

When we conduct a search for prospective representatives for your line, **we are selecting from over 80% to 85% of the entire rep agency pool**, which is many more agencies than a company owner or sales manager would have time to find and interview. In fact, many of the most efficient sales agencies these days do not have showrooms in the regional marts, which make them even more difficult for you to find.

Our trained personnel analyze the information that the MRP provides, making it easy to find the representatives who are most appropriate to sell your line. **THE SYSTEM WORKS.**

Roger Wilson

Here's How the MRP Service Works

The manufacturer (client) telephones or visits the GMP office.

We discuss in detail the type of representative needed, states, territorial regions, classes of trade, key accounts where sales coverage is needed, competitive lines, etc. We like to know the names and regions of the client's most successful representatives. MRP's are run on those agents and reveal valuable information that will assist us in finding new top producing agencies.

Once we have collected this information, we will advise the manufacturer as to the cost of the service.

The Analytic Process

First, we run an analysis on the representatives who are currently successful in selling the line. We then take that information, along with the classes of trade selected on the **MRP Internal Inquiry Form** (target market), and enter this information into our computer for analysis. The computer gives us the top 20 to 25 agencies in each of the regional territories you need representations, who best match the requirements and parameters we are seeking. We then analyze the profiles the computer has selected. **At this point, we not only have the data on the profile, we also have our collective experience.** With each client we have worked with in the past, we know who their best agents are, we also know which agents they are replacing and we acquire additional information on agencies from clients daily. This process usually takes 5 working days to complete, depending on the size of the job and current workload. National searches usually take 10 to 15 working days to complete.

The Manufacturer Representative Profile's (MRP's) are filed in our computers by territorial regions or market areas as follows.

Arizona	Chicago	Kansas City	Mid Atlantic	New York
Atlanta	Dallas	Los Angeles	Minneapolis	Ohio
Boston	Denver	Miami	Michigan	San Francisco
				Seattle

Example: Kansas City Region usually encompasses Missouri, Kansas, Iowa and Nebraska. Los Angeles Region is Southern California and Southern Nevada.

What You Receive

Complete profiles on seven or more agencies in each of the regions you desire. The prospective agencies have been selected based on how well their everyday sales coverage of independent accounts, chains, and distributors (where applicable), matches your line. We also consider the prospective agency's line compatibility, sales coverage, computerization, key accounts coverage, management style, company size, competitive lines and the accumulated experience we have collected on the rep agencies from other manufacturers who have used our service in the past.

We make notes on the profiles on anything we feel is important to your decision-making process and we rank them in order you contact first.

6-Month Guarantee

Our success rate is very high, however, if for any reason the representative you select fail to meet your needs within 6 months of the time you originally took delivery of specific regional MRP's, we will allow you to use the service one more time at no additional cost.

We Work With You Step by Step

We like to talk to every client, if possible, on a step-by-step basis as you use our program. (1) Beginning with giving you suggestions, in fact, a complete dialogue, of how to approach your new prospective agents. (2) We will make suggestions on how to sample, train, and prepare your agents to begin selling your line (we believe 80-90% of the companies do not prepare their reps well enough to sell their line). (3) Agents sell every day the lines they are not comfortable with. We will assist you in establishing a meaningful stream of communication with your sales people that will result in increased sales from all your sales people. (4) We'll show you how to measure your agent's sales performance. Your company growth is dependent on a maximum number of agents reaching their sales quotas. Our systems and methods are not costly and do not require large amounts of time, and most important, will not require you to travel to the territories to hire your new agents.

Territorial Analysis

Perhaps you would like us to analyze a territory before you determine if a change is necessary. We can run profiles on your present agent and others we deem as being appropriate. This analysis is kept completely confidential.

You Also Receive the Following:

Booklets & Worksheets

"How to Interpret the MRP" This booklet goes into detail on how to evaluate manufacturer representatives' management styles, and how to interpret the MRP. The better you understand the depth of the information on the profile and our philosophy of how we match prospective agencies to your line, the better you can get from our program.

Street Wise "Tips on How to Maximize a Representatives Sales Performance on Your Line" Every 'line your representative carries is in competition with your line for his selling time. This booklet goes into step-by-step detail on how to communicate with master representatives and their sales people. Subjects such as When & How to conduct successful sales meetings, sales training, showroom and sales people sampling, what to do at shows, how to build and maintain the sales persons' confidence, sales incentive programs and much more.

Policies and Procedures

We provide suggested policies and procedures for both retail dealers and distributors. The P&P's are designed to conform your terms of sales to industry standards and protect you from unscrupulous retailers.

"Prospective Representative Work Sheet" Contains additional areas you may desire to explore in a personal or telephone interview with prospective representatives.

Policies and Procedures (.cont)

"Buyer Percentage Index (B.P.I.)" The buyers percentage index is a report that represents the buying potential for each state in the U.S. This report is used by manufacturers in determining the market potentials of specific regional territorial sales forces and is very helpful in determining which representative agencies are making their share of the sales. Once you have used the MRP services, you will receive the updated B.P.I. figures annually.

The Cost of The Service

Progressive Billing System

The Cost of using the MRP service is based on how many Regional Searches you purchase in a 12 month period. The more searches you use, the lower the cost on all the searches become. For example: let's say you desire 3 regional searches.

The cost of 3 searches is \$2,250 or \$750 each

Later if you desire 2 more searches, you receive credit for the money you paid in to date toward the 5-region rate.

5 region rate - \$650 each	\$3,250
3 region rate- \$750 each	\$2,250
Cost of next 2 regions (\$500 per region)	\$1,000

YOU ARE ELIGIBLE TO PARTICIPATE IN OUR PROGRESSIVE BILLING SYSTEM ONLY IF YOU PAY WITHIN TERMS.

Schedule of Rates

Manufacturer Representative Profile (MRP)

One Regional Inquiry	\$860 each	\$860
Two Regional Inquiries	860 each	1,720
Three Regional Inquiries	750 each	2,250
Five Regional Inquiries	650 each	3,250
Seven Regional Inquiries	600 each	4,200
Ten Regional Inquiries	520 each	5,200
More than 10 Inquiries	520 each	

We Take Master Charge • Visa • Discover • American Express

*** All Rates Are Payable in U.S. Dollars**

National Search

New Manufacturers -Reorganization of Existing Company's Sales Efforts

For manufacturers who are just starting out in the business or reorganizing their sales effort, we offer a **bonus service**. We will provide extended consulting at **no additional cost**. This consulting time can be used to discuss any facet of the industry the client may have interest in exploring. Usually, however, we use this time developing marketing plans, policies and procedures, pricing structure, packaging, etc. Usually it requires 13 to 16 regional inquiries in order to set up a new manufacturer with a complete representative sales force in the United States. **Total cost of this service is \$5, \$50.**



Terms of Payment

50% down with order - balance due in 30 days of 5% discount on all orders paid in full, in advance.

Delinquent Accounts

One thing our company is very strict about is being paid according to the terms of our agreement. When an account is 30 days delinquent, it is automatically turned over for collection.

Please make all checks payable to: Gift Marketing & Promotions
2150-A Douglas Blvd • Suite 210
Roseville, CA 95661

Additional Services Including National Search

"Bonus Service" (included only in a national search) For manufacturers who are just starting out in the business, we offer a bonus service. We will provide extended consulting at no additional cost. This consulting time can be used to discuss any facet of the industry the client may have interest in exploring. Usually, however, we use this time developing marketing plans, policies and procedures, pricing structure, packaging advice and point of purchase advice. Upon your request, we will more or less go through your line completely. We begin with the discussion and analysis of your profit margin, study your catalogs, brochures, (POP) point-of-purchase displays, show presentations, sales incentive programs, etc. If it's just a matter of giving you advice, there is no additional cost. If your needs require us to expand into a large project, we can negotiate fees, but this is rarely necessary.

Additional Bonus (included only in a national search) When you -run a National Search, we also send you two hours of audiocassette tapes. These tapes expand upon some of the subjects covered in the booklets and also explore a few additional subjects.

After a national search is conducted, our staff is available to answer questions for whatever time is required to acquaint you completely with our system and methods of working with your agents, at no additional charge.

Consulting- Special Projects

GMP offers consulting services on an hourly basis or by project. Arrangements for these services would be discussed with Roger Wilson, President of G.M.P. Some of the subjects covered in consultations with clients include:

Product Development
Packaging
Point-of-purchase display
Negotiating licensing contracts
Trade show exhibits
Salesmen incentive programs
Catalogues, brochures

Trade advertising programs
Assistance with invoicing, commissions
Labels, posters
Designers, Inventors - we will find a manufacturer to produce your product idea. All inquiries are in strictest confidence.

CONSULTING SUPPORT RECEIVED WITH PROGRAM

BOOKLETS:

- *How to Interpret the MRP*

An overview of how we judge the compatibility of an agency to your line and how to judge the strength and weakness of their management style

- *Tips on How to Maximize a Representatives Performance on Your Line*
Subjects include: "Policies and Procedures"(Your terms of sale), Basic procedures of how to introduce your line to a sales agency, sampling, sales meetings, trade shows, account lists, computerization, building salesperson's confidence in your line, wholesale distributors and much more

OTHER PRINTED MATERIAL:

- BPI figures (How to measure the agents sales performance)
- Map of how to align your territories
- Territorial Analysis Form
- Tips on customer service
- Numerical list of classes of trade listed on profiles
- Calendar of trade shows
- Subscription cards to important trade publications
- Sample of newsletters to be sent to agents
- Procedure on how to develop sales training COs
- Sample of letters to accompany sales training COs
- Sample price sheets / Order forms
- Recommendation on import brokers and credit checking services

CDS YOU RECEIVE WITH THE SERVICE:

When you subscribe to one or two territories:

- *First Phone Call CD-* (Overview on how to approach the sales agent)

When you subscribe to three or more territories:

- *Sample Sales Training CD-* (How to develop a sales training CD and samples of tapes and COs other companies have developed)

When you subscribe to a National Search*:

Advanced Techniques of how to manage sales agents (complete program).

- *Disk One* -80 minutes
- *Disk Two* -80 minutes
- *Disk Three* -80 minutes

*See schedule of subjects included with National Search

Subjects Included on the MRP National Disks

MRP National Program – Disk 1

- How we match agents to your line
- Make your line easy to sell
- Special sales programs
- Training your sales people
- Policies and procedures
- Advertising allowance
- Terms of sale
- Catalogs, price sheets and order forms

MRP National Program – Disk 2

- Sampling salespeople and showrooms
- Customer lists – how to use them
- How to mark your product up from first cost to wholesale
- How to compute commissions on discounts
- Divisionalization of Sales people
- Show fee for agent sponsored shows
- Territorial alignment
- Measuring sales performance and setting objectives
- Contracts with your sales agents
- Dividing sales coverage
- House accounts
- Independent contractors vs. employees

MRP National Program – Disk 3

- Commission structure
- Sales agency clubs
- Receivable financing – factoring
- Advertising in trade magazines
- News letters – positive feedback
- Trade shows- sales meetings at shows
- Credit investigation
- Incentive programs for sales people

Disks Also Included:

- **First Phone Call to Prospective Agents** – *Overview on how to make your initial approach to prospective sales agents.*
- **Samples of Other Manufacturers' Sales Training CD-** *Examples of successful sales training COs/tapes.*

MRP INTERNAL INQUIRY FORM

Date _____ FAX# _____

Company Name--,- _____ Yrs. In Business _____

Name----- Position_____

Address----- Phone (_____

City _____ State _____ Zip _____

Type of Product _____

Email----- Website_____

***New Classes of Trade**

Class of Trade	Class of Trade
H4 D 99 Cent-Dollar Store	H7 D Casino's
L1 D Adult Book Store	10 D Catalog Showroom
F4 D Advertising Spec	N2 D Cell Phone Stores *
L2 D African American	M6 D CD/DVD
1 D Airport Gift	11 D Children
71 D Alternative Card	B2 D Children Lie. Products
HS D American Indian	76 D China /Crystal
F6 D Anniversary Msde.	H8 D Christian Book Store
72 D Antique	67 D Christmas
A6 D Appliance Major	42 D Clock
94 D Appliance Small	43 D Close Outs /Liquidation
FS D Architect & Design	B3 D Closet /Storage
A7 D Army Navy Surplus	N3 D Clothing Boutiques *
81 D Art Gallery	F8 D Coffee Specialty
2 D Art Needle / Notions	13 D Collectibles
40 D Art Supplies	12 D College
73 D Auto After Market	14 D Commercial Office
F7 D Auto Hi-Fi Electric	44 D Computer Hardware
C9 D Baby /Infant Clothing	B4 D Computer Software
Q1 D Baby/Infant General *	BS D Contemporary Decor
95 D Back to School	98 D Contract Office Fum
A8 D Balloon	77 D Convenience 7-11
L3 D Barber Supply	15 D Cosmetic
96 D Barware Access	F9 D Costume Shop
97 D Basket/Wicker	16 D Country Victorian
3 D Bath/Soap/Access	H9 D Craft /Gallery
M7 D BBQ*	17 D Craft /Hobby
A9 D Beauty Salon/Supply	B6 D Cruise Lines
92 D Bed Bath Linen	78 D Cutlery
4 D Better Gift	N4 D Day Spas*
MS D Bicycle Shop *	18 D Decorative Access
5 D Book Store	J1 D Decorator /Showroom
41 D Boutique	B7 D Department Stores
6 D Bridal/ Wedding	B8 D Dinnerware
B0 D Business Incentive	B9 D Discount Chains
M9 D Business to Business *	CO D Display Fixtures/Access
B1 O Cable Home Shopping	79 D Dolls /Plush Toys
9 D Camera Shop	C1 D Drapery Curtain
H6 D Camping /Hiking	69 D Drug Chains
8 D Candle Shop	NS D E-Trade/.Coms *
7 D Candy /Confection	12 D Easter / Valentines
74 D Car Wash	80 D Educational/ School
75 D Carpet /Floor Cover	19 D Electronic General

Classes of Trade 2011

Class of Trade	Class of Trade
AS D Electric TV/ Ent	48 D Hospital Gift
J3 D Enviommental-Eco	N9 D Hospitality*
GO D Ethnic Mdse	C8 D Hotel Amenities
N6 D Exercise Equip/Gym *	49 D Hotel Gift
L6 D Executive Gift	50 D Housewares
L4 D Export Europe	M4 D Import /Pier One
LS D Export Far East	O1 D Industrial *
C2 D Fabric Stores	O2 D Inspirational *
N7 D Farm Stores/Agricul *	JO D Interior Decorator's
45 D Fireplace	DO O J.C. Penney
J4 D Flatware	29 D Jewelry
20 D Florist /Flower	O3 D Kib:hen/ Bath Gallery *
JS D Folk Art /Primitive	93 D KitChen Domestic
G1 D Framers	04 D Law Enforcement*
G2 D Fundraising	QS D Lictmsd Prod Gen*
C3 D Furniture Baby /Juv	99 D Licensed Sports
NI D Fum Casual/Outdoor*	51 D Lifestyle
C4 D Furniture Computer	52 D Lighting /Lamps
21 D Furniture General	GS D Lingerie
CS D Furniture Office	84 D Liquor Store
H3 D Furniture Unfinished	AO D Locksmith
C6 D Furniture Wicker	53 D Luggage
23 D Games /Puzzles	D1 D LumberYard
46 D Garden /Lawn Centers	85 D Magic Shop
24 D General Gift	30 D Mail Order /Catalog
C7 D Gift Wrap/Ribbon	A1 D Mailbox Shops
16 D Golf Pro Shop	O5 D Mall Kiosk*
25 d Gourmet	G6 D Map Dealers
26 D Gourmet Foods	G7 D Marine Boating
G3 D Gourmet Grocery	O6 D Mattress Stores*
J7 D Graduation	07 D Medical Supplies *
J8 D GSA /Government	LO D Men's Accessories
19 D Gun Shops /Fishing	Q4 D Men's Apparel*
27 D Hallmark Card	31 D Men's Gifts
82 D Halloween	D2 D Metaphysical Gift
28 D Hardware	32 D Military PX
70 D Health Beauty (HBA)	G8 D Miniature Doll/ House
47 D Health Food	O8 D Motorcycle Shops *
G4 D High Point Fum /Access	54 D Museum Gifts
83 D Home Building Center	L7 D Music Store
NS D Home Building Contract *	KO D Nature Store
F2 D Home Centers	55 D Nautical Decor
P3 D Home Fragrance *	D4 D Novelties

***New Classes of Trade**

Classes of Trade 2011

Class of Trade		Class of Trade		Class of Trade		Class of Trade	
56	<input type="radio"/> Nurseries	58	<input type="radio"/> Record /Tapes	M1	<input type="radio"/> Spanish American	K8	<input type="radio"/> Tuxedo Shops
33	<input type="radio"/> Office Supply	36	<input type="radio"/> Recreational Parks	P2	<input type="radio"/> Sporting Gds Apparel*	66	<input type="radio"/> T-Shirts
DS	<input type="radio"/> Office Wholesale Clubs	HO	<input type="radio"/> Rec. Vehicles /Rv	61	<input type="radio"/> Sporting Goods	M3	<input type="radio"/> Variety Stores
A2	<input type="radio"/> Optical	P1	<input type="radio"/> Recycled Products *	P6	<input type="radio"/> Sports Medicine *	90	<input type="radio"/> Video/ Audio Tapes
09	<input type="radio"/> Organic Products *	59	<input type="radio"/> Religious Gifts	A3	<input type="radio"/> Sunglasses/Readers	E9	<input type="radio"/> Wall Coverings Paper
K1	<input type="radio"/> Oriental Decor	L9	<input type="radio"/> Rental	62	<input type="radio"/> Supermkt/Grocery	91	<input type="radio"/> Wall Decor
D6	<input type="radio"/> Packers /Gift Packs	E2	<input type="radio"/> Resorts /Tourist	K4	<input type="radio"/> Swimming Pool	K9	<input type="radio"/> Western
D7	<input type="radio"/> Paint Stores	89	<input type="radio"/> Restaurant Supply	P7	<input type="radio"/> Surf Shops*	FO	<input type="radio"/> Wholesale Clubs
L8	<input type="radio"/> Party Rentals	P4	<input type="radio"/> Scrapbooking *	38	<input type="radio"/> Tabletop	F1	<input type="radio"/> Whse Distributors
34	<input type="radio"/> Party Shops	E3	<input type="radio"/> Sears Roebuck	KS	<input type="radio"/> Team Sports	Q2	<input type="radio"/> Wine/Spirits/Beverage*
86	<input type="radio"/> Personalization	MO	<input type="radio"/> Senior Citizen	P8	<input type="radio"/> Teen Merchandise *	P9	<input type="radio"/> Winery Gift Shops*
87	<input type="radio"/> Pet	H1	<input type="radio"/> Service Gas Stations	E6	<input type="radio"/> Telemarketing	39	<input type="radio"/> Womens Accessories
22	<input type="radio"/> Photo Album/Frames	H2	<input type="radio"/> Shoe Repair	63	<input type="radio"/> Theme Park	Q3	<input type="radio"/> Womens Apparel*
G9	<input type="radio"/> Photo Finishing	E4	<input type="radio"/> Shoe Stores	K6	<input type="radio"/> Tile /Marble /Granite	68	<input type="radio"/> Zoo/Botanical Gardens
D8	<input type="radio"/> Pillows Domestic	ES	<input type="radio"/> Silverplate-Sterling	64	<input type="radio"/> Tobacco Shops	A	<input type="radio"/> _____
D9	<input type="radio"/> Plumbing Supply	PS	<input type="radio"/> Skateboarding *	65	<input type="radio"/> Toy	B	<input type="radio"/> _____
57	<input type="radio"/> Pool / Patio	K2	<input type="radio"/> Ski Shops	A4	<input type="radio"/> Travel Accessories	C	<input type="radio"/> _____
88	<input type="radio"/> Poster / Prints	37	<input type="radio"/> Social Stationery	E7	<input type="radio"/> Trendy Giftware	D	<input type="radio"/> _____
M5	<input type="radio"/> Pottery /Ceramics	F3	<input type="radio"/> Southwest Decor	M2	<input type="radio"/> Trophy Awards		
35	<input type="radio"/> Premium	60	<input type="radio"/> Souvenir / Tourist	K7	<input type="radio"/> Truck Mter Market		
E1	<input type="radio"/> Rack Jobbers	K3	<input type="radio"/> Spa /Patio	E8	<input type="radio"/> Truck Stops		

Region:	List states desired:	Region:	List states desired:	Region:	List states desired:	Region:	List states desired:
<input type="radio"/> Arizona	_____	<input type="radio"/> Dallas	_____	<input type="radio"/> Miami	_____	<input type="radio"/> New York	_____
<input type="radio"/> Atlanta	_____	<input type="radio"/> Denver	_____	<input type="radio"/> Michigan	_____	<input type="radio"/> Ohio	_____
<input type="radio"/> Boston	_____	<input type="radio"/> Kansas City	_____	<input type="radio"/> Mid-Atlanta	_____	<input type="radio"/> San Francisco	_____
<input type="radio"/> Chicago	_____	<input type="radio"/> Los Angeles	_____	<input type="radio"/> Minneapolis	_____	<input type="radio"/> Seattle	_____
<input type="radio"/> National	_____						

NOTE: PLEASE MAKE ALL CHECKS PAYABLE TO: GIFT MARKETING & PROMOTIONS
 2150-A Douglas Blvd. • Suite 210 • Roseville, CA 95661 • (916) 784-2300 • FAX (916) 784-2217

Date _____

**MRP INTERNAL INQUIRY FORM
APPAREL & ACCESSORIES**

FAX# _____

Company Name _____ Yrs. In Business _____

Name _____ : _____ Position _____

Address _____ Phone (_____) _____

City _____ State _____ Zip _____

Type of Product _____

Email _____ Website _____

Classes of Trade Apparel & Accessories

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> 39 Class of Trade Accessories Women's | <input type="checkbox"/> 29 Class of Trade Fashion Jewelry | <input type="checkbox"/> X3 Class of Trade Missy | <input type="checkbox"/> 61 Class of Trade Sporting Goods Stores |
| <input type="checkbox"/> LO <input type="checkbox"/> Accessories Men's | <input type="checkbox"/> E4 <input type="checkbox"/> Footwear | <input type="checkbox"/> X2 <input type="checkbox"/> Maternity | <input type="checkbox"/> V7 <input type="checkbox"/> Sportswear |
| <input type="checkbox"/> Z9 <input type="checkbox"/> Activewear | <input type="checkbox"/> 24 <input type="checkbox"/> Gift | <input type="checkbox"/> X1 <input type="checkbox"/> Mass Merch Stores | <input type="checkbox"/> V6 <input type="checkbox"/> StreeUCiub |
| <input type="checkbox"/> Z8 <input type="checkbox"/> Belts | <input type="checkbox"/> Y4 <input type="checkbox"/> Golf Apparel | <input type="checkbox"/> Q4 <input type="checkbox"/> Men's Apparel | <input type="checkbox"/> VS <input type="checkbox"/> Suits |
| <input type="checkbox"/> Z7 <input type="checkbox"/> Big & Tall | <input type="checkbox"/> Y6 <input type="checkbox"/> Golf Pro Shops | <input type="checkbox"/> 54 <input type="checkbox"/> Museum Stores | <input type="checkbox"/> A3 <input type="checkbox"/> Sunglasses |
| <input type="checkbox"/> Z6 <input type="checkbox"/> Blouses | <input type="checkbox"/> J9 <input type="checkbox"/> D. Gun Shops/Fishing | <input type="checkbox"/> XO <input type="checkbox"/> Outerwear | <input type="checkbox"/> V4 <input type="checkbox"/> Sweaters |
| <input type="checkbox"/> Z5 <input type="checkbox"/> Bodywear | <input type="checkbox"/> Y3 <input type="checkbox"/> Handbags | <input type="checkbox"/> W9 <input type="checkbox"/> Pants | <input type="checkbox"/> V3 <input type="checkbox"/> Swim/Beach |
| <input type="checkbox"/> 41 <input type="checkbox"/> Boutique | <input type="checkbox"/> Y2 <input type="checkbox"/> Hats/Caps | <input type="checkbox"/> W8 <input type="checkbox"/> Premiums | <input type="checkbox"/> 66 <input type="checkbox"/> T-Shirts |
| <input type="checkbox"/> Z3 <input type="checkbox"/> Bridal-Wedding | <input type="checkbox"/> Y1 <input type="checkbox"/> Hosiery/Socks | <input type="checkbox"/> W7 <input type="checkbox"/> Private Label | <input type="checkbox"/> KS <input type="checkbox"/> Team Sports |
| <input type="checkbox"/> Z2 <input type="checkbox"/> Buying Offices | <input type="checkbox"/> 49 <input type="checkbox"/> Hotel/Resorts | <input type="checkbox"/> W6 <input type="checkbox"/> Rainwear | <input type="checkbox"/> V2 <input type="checkbox"/> Ties |
| <input type="checkbox"/> Z4 <input type="checkbox"/> Children's Clothing | <input type="checkbox"/> C9 <input type="checkbox"/> Infant/Toddler | <input type="checkbox"/> E2 <input type="checkbox"/> Resort/Tourist Shops | <input type="checkbox"/> V1 <input type="checkbox"/> Tops |
| <input type="checkbox"/> B2 <input type="checkbox"/> Children's Lie. Products | <input type="checkbox"/> YO <input type="checkbox"/> Jeans/Denim | <input type="checkbox"/> U6 <input type="checkbox"/> Resortwear | <input type="checkbox"/> VO <input type="checkbox"/> Traditional |
| <input type="checkbox"/> N3 <input type="checkbox"/> Clothing Boutiques | <input type="checkbox"/> E1 <input type="checkbox"/> Jobbers | <input type="checkbox"/> WS <input type="checkbox"/> Robes | <input type="checkbox"/> U9 <input type="checkbox"/> Updated/Contemporary |
| <input type="checkbox"/> Z1 <input type="checkbox"/> Clothing Stores | <input type="checkbox"/> X9 <input type="checkbox"/> Jogging/Sweats | <input type="checkbox"/> W4 <input type="checkbox"/> Scarves | <input type="checkbox"/> U8 <input type="checkbox"/> Underwear |
| <input type="checkbox"/> ZO <input type="checkbox"/> Coats - Jackets | <input type="checkbox"/> X8 <input type="checkbox"/> Juniors | <input type="checkbox"/> W3 <input type="checkbox"/> Shirts | <input type="checkbox"/> U7 <input type="checkbox"/> Uniforms |
| <input type="checkbox"/> 12 <input type="checkbox"/> College Stores | <input type="checkbox"/> X7 <input type="checkbox"/> Kids Stores | <input type="checkbox"/> K2 <input type="checkbox"/> Ski Shops | <input type="checkbox"/> FO <input type="checkbox"/> Wholesale Clubs |
| <input type="checkbox"/> B7 <input type="checkbox"/> Department Stores | <input type="checkbox"/> X6 <input type="checkbox"/> Knitwear | <input type="checkbox"/> W2 <input type="checkbox"/> Skiwear | <input type="checkbox"/> F1 <input type="checkbox"/> Wholesale Dist. |
| <input type="checkbox"/> Y9 <input type="checkbox"/> Designer | <input type="checkbox"/> XS <input type="checkbox"/> Large/Plus Sizes | <input type="checkbox"/> W1 <input type="checkbox"/> Sleepwear | <input type="checkbox"/> YS <input type="checkbox"/> Westernwear |
| <input type="checkbox"/> B9 <input type="checkbox"/> Discount Stores | <input type="checkbox"/> X4 <input type="checkbox"/> Leatherwear | <input type="checkbox"/> WO <input type="checkbox"/> Small Leather Goods | <input type="checkbox"/> Q3 <input type="checkbox"/> Women's Apparel |
| <input type="checkbox"/> Y8 <input type="checkbox"/> Dresses | <input type="checkbox"/> 99 <input type="checkbox"/> Licensed Sports | <input type="checkbox"/> V9 <input type="checkbox"/> Special Occasion | <input type="checkbox"/> U4 <input type="checkbox"/> Young Men |
| <input type="checkbox"/> Y7 <input type="checkbox"/> Eveningwear | <input type="checkbox"/> GS <input type="checkbox"/> Lingerie | <input type="checkbox"/> V8 <input type="checkbox"/> Specialty Chains | <input type="checkbox"/> <input type="checkbox"/> A _____ |
| <input type="checkbox"/> Y6 <input type="checkbox"/> Family Clothing Stores | <input type="checkbox"/> 30 <input type="checkbox"/> Mail Order Catalog | <input type="checkbox"/> P2 <input type="checkbox"/> Sporting Gds Apparel | <input type="checkbox"/> <input type="checkbox"/> B _____ |
| | | | <input type="checkbox"/> <input type="checkbox"/> C _____ |

- | | | | |
|---|--|--|--|
| Region: List states desired: | Region: List states desired: | Region: List states desired: | Region: List states desired: |
| <input type="checkbox"/> Arizona _____ | <input type="checkbox"/> Dallas _____ | <input type="checkbox"/> Miami _____ | <input type="checkbox"/> New York _____ |
| <input type="checkbox"/> Atlanta _____ | <input type="checkbox"/> Denver _____ | <input type="checkbox"/> Michigan _____ | <input type="checkbox"/> Ohio _____ |
| <input type="checkbox"/> Boston _____ | <input type="checkbox"/> Kansas City _____ | <input type="checkbox"/> Mid-Atlanta _____ | <input type="checkbox"/> San Francisco _____ |
| <input type="checkbox"/> Chicago _____ | <input type="checkbox"/> Los Angeles _____ | <input type="checkbox"/> Minneapolis _____ | <input type="checkbox"/> Seattle _____ |
| <input type="checkbox"/> National _____ | | | |

NOTE: PLEASE MAKE ALL CHECKS PAYABLE TO: GIFT MARKETING & PROMOTIONS
2150-A Douglas Blvd. • Suite 210 • Roseville, CA 95661 • (916) 784-2300 • FAX (916) 784-2217

REFERENCES

CATHEDRAL ART METAL
LEO TRACEY
(401) 726-2100 x 219

ALOHA BAY*
TOM CLOSSER
(707) 994-3267 ext. 106

MILL CREEK STUDIOS
DEBBIE HERRERO
(909) 794-4547

ISABEL BLOOM LLC
DOUGAL
(563) 333-2041

HERO ENTERPRISES
ELI KAUFMANN
(858) 405-4376

DICK PRUETT *
SALES MANAGEMENT
SERVICES
(520) 270-1561
(800) 952-4633

BLACK BELT MKT. *
ROGER SOLIN
(415) 902-9685

BULGAR
DONNA HADJIPOVOV
(631) 907-1784

DEBRA SHEPARD LLC *
RYAN HURST
(303) 998-1098

ROOMMATES FOR KIDS
MARC EDMAN
(952) 905-1545

MOUNTAIN CORP
MICHAEL GALLEN
(603) 876-3600

FANCY THIS
DEE DEE POLZIN
(951) 693-0896

PRO IMAGE SPORTS *
JEFF JONES
(412) 760-0037

ORIGINAL BOOK WORKS
LADD COOK
(401) 398-7238

MOBEX CRYSTAL
MOZY TERRANI
(310) 394-7887

JOHN RICHTER *
WEST DECOR LLC
(513) 677-5208'

NORTH AMERICAN CEDAR
KIM HEMPHILL
(509) 981-5870

FOYO LLC
ROBERT "ROB" WILCOX
(303) 233-3718

* = CHAIN SEARCHES

PLEASE SEND US A CATALOG\ PICTURES\ SAMPLES OF YOUR LINE!!!! WE INVITE YOU TO
PLEASE CHECK OUR REFERENCES, IF YOU HAVE ANY QUESTIONS, PLEASE FEEL FREE TO
CONTACT US.

Gift Marketing & Promotions

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For Suppliers Only The Remedy to Wrong Rep Syndrome Is Roger Wilson

by Carol Horn

While there may not be antidotes for all current economic problems, if your business is suffering due to "wrong rep syndrome", recovering may be as simple as reaching out to Roger Wilson. He's the savvy and seasoned entrepreneur behind California based MRP (Manufacturers Representative Profile) which boasts of detailed information on 70 to 80 percent of all manufacturer's reps who sell nearly every type of consumer product in the United States.

With over 25 years in the industry, Wilson has combined his experience with marketing smarts to help manufacturers nationwide. He was a manufacturer's rep for 16 years as well as a marketing consultant for 21 years. MRP's "top gun" has assisted over 500 manufacturers and corporations in bringing their lines to the marketplace from scratch, and hundreds more in reorganization of their national sales effort.

Many consider Wilson to be the foremost authority on "how to develop a successful selling relationship between manufacturers and their representatives". While there is no fee to the rep, they must complete an in-depth questionnaire called the MRP Manufacturers' Representative Profile in order to be a part of the MRP data base.

The profile study reveals the strengths and weaknesses of a rep's management style and sales effort. It also lists the top 10 lines he sells and how long those lines have been represented, the classes of retailers he sells and services on a daily basis, shows attended, number of sales people and territories he covers, chain store coverage, distributors serviced and much more.

MRP was born in 1986 out of the frustration Roger Wilson experienced since 1970 in assisting his clients to find representatives to sell their lines. "We just did not have enough objective information on representatives we selected to represent our clients' lines," he says.

As a result 25 percent of the rep agents selected were successful and 75 percent had to be replaced over and over again.

Even today, most companies select their reps based on industry reputation or referrals from other reps or manufacturers. Generally, there's very little concrete information as to how appropriate the reps' agencies are to sell their specific line.

Wilson told **Giftware News** that the field of consumer products has over 150 classes of trade (by 2es of retailerst and —

and Qrof-his research shows that most reps are its. MRP is IDEAL for a new company be- only efficient in eight to ten classes of cause it eliminates searching and directs trade. To complicate matters more, each you to the proper group of reps. It's very rep is efficient in a different combination of timesaving! Gary made it clear that TLC classes of trade than another. got more in service than they expected.

"You cannot rely too much on interviewing reps because their stock and trade is salesmanship, and if they want your line, they will tell you everything you want to hear to get it," reports Wilson. Thus he discovered that detailed information had to be collected by a third party in order for it to be more objective.



The cost to a manufacturer of starting a new rep agency with a new set of samples and preparing them to sell the line is astronomical. If that rep agency fails to be successful, the manufacturer risks losing some of his established customers to competitors.

It took 1 1/2 years and \$250,000 to assemble information on 40 percent of the manufacturer's reps in the United States. In 1986 when MRP began selling information, it was just a matter of months when Wilson realized that selling information was not enough. "Many of our clients did not know how to work with rep agencies... in fact many of the techniques they were using were suicidal," he says. MRP then developed a complete system of working with agents that gets results.

Companies Cross Country Give High Marks to MRP!

"I don't know where else I would go for the help," explains Deborah Randolph of Randolph and Lark Ltd. (makers of decorative tabletop pottery). "We didn't know how to find the right reps, the time to research was endless. We weren't having much success and had a good deal of rep turnover. When my partner, Isabel Lark, and I saw the MRP ad, we responded."

"Roger Wilson sounded just like what we needed. He was able to show us we were not approaching reps correctly, or motivating properly, or following through. We now have far less turnover and we're doing 2 1/2 times more in sales. Without a doubt, we would recommend MRP. The national program assured us of not missing a territory and we really needed the consulting services MRP provides," she adds.

When asked how Deborah Randolph would describe Roger Wilson, she promptly replies, "He has follow-through and personal integrity beyond reproach. He's a real jewel!"

Getting The Sales Rep Edge

At TLC Greetings (a division of McCall Pattern), executive Gary Meidinger refers to Roger Wilson as "A matchmaker. He matches the product to the appropriate rep." How did TLC discover MRP 16 months ago?? "We responded to a flyer sent by Roger." The best part is recognizing immediate increases in sales

its. MRP is IDEAL for a new company because it eliminates searching and directs you to the proper group of reps. It's very rep is efficient in a different combination of timesaving! Gary made it clear that TLC classes of trade than another. got more in service than they expected.

"We were able to choose from 10 prospects for each region...and they were ranked by who to contact first. All were better than what we had working for us before we used the MRP", reports this TLC exec, "and the good news is, they're still on board. Roger Wilson has a wealth of knowledge, and what's nice is, he stays in touch and is always eager to pitch in. He's rather like a partner in our efforts!"

Two Short Years Ago...

Darlene Zibell of Special Things in Minnesota also saw the ad in **Giftware News**. Suffering from the wrong rep syndrome, she sent for info and today believes it was one of the best business moves she has made. She is pleased to report that most of the reps she retained are still on.

What stands out in Zibell's mind? "The follow-through is great. Roger calls frequently to see how we're doing. He's one of a kind and has real clout in the gift industry."

Special Thanks manufactures lace cov-

ered baskets with music boxes and first used MRP in three regions. Success forced the company to go national!

An Exception to the Rule...

Don Harley of Designer Selections in Minnesota says years ago he repped a line that brought him in contact with Roger Wilson.

"Now in my own business I decided to touch base with him and was impressed with the service his literature described. Our company sells inspirational products in the religious market, however, in expanding to the secular market we needed help. MRP provided it. I could work on a select region basis that made sense, was time saving and gave effective results. I would subscribe again in a minute!"

Harley emphasized that he knows of no other service as detailed as MRP, stating, "We got eight to ten profiles in each territory - a real wealth of info. It would be difficult to achieve this on our own." And how would this Designer Selections exec describe Roger Wilson?? "He's a good salesman, has great integrity and I admire how he conducts his business."

Flat Sales Triple...

At Calligraphy Collection, reports Allen Fisher, "Signing up with MRP was the best business investment I made. We had two great reps but the others weren't good. Our efforts to find the right reps were difficult. It was frustrating. MRP was the solution." In business seven years, we've seen flat sales triple! Without question, Allen attributes the success to Roger Wilson. Allen has an MBA in marketing but he never learned what Roger taught him! He says Roger's a naturally positive person. "He's excited about business and finds it fun. It's like he's on our board of directors. He's at my side and gives well thought out ideas. I'm very happy!"

MRP Guarantees It's Information For 6 Months

If a manufacturer is not satisfied with a rep he's hired who is not doing well with their line, MRP will conduct a second computer search to satisfy the client's needs. With a database of rep profiles representing product lines from general and better giftware to electronics, housewares, bathware, collectible, toys, tabletop, office supplies and more, Wilson says he is ready to conquer—"the—" "wr'd'igf"ef syndrome in the '90's."

As we head into a decade with marketing challenges greater than ever before... your time is more valuable than ever. If you're looking for less gray hairs and prettier profits you may just want to call Roger Wilson.

For more information contact MRP
2150-A Douglas Blvd Ste 210
Roseville, CA 95661
(916) 784- 2300

The following information is based upon a computer match of company compatibility with lines seeking representation in specific territories.

Region Rating

SAM

CARRIES

<u>4</u> BETTER GIFT	<u>24</u> GENERAL GIFT	<u>18</u> DECOR/ACCESSORIES
<u>27</u> HALLMARK CARD	<u>3</u> BATH/SOAP/ACCESS	8 + CANDLE SHOP
22 + PHOTO ALBM/FRAME		

COVERS

<u>4</u> BETTER GIFT	<u>24</u> GENERAL GIFT	<u>18</u> DECOR/ACCESSORIES
<u>27</u> HALLMARK CARD	<u>3</u> BATH/SOAP/ACCESS	22 + PHOTO ALBM/FRAME

COMPANY INFORMATION

Company: SMITH AND ASSOCIATES
Principal: JOHN & JANE SMITH
Address: 101 MAIN STREET

LOS ANGELES, CA 90079-

Years in Business: 12
DIV: GIFT
Phone: 000-000-0000
FAX: XXX-XXX-XXXX
Email:
Website: WWW.SMITHASSOC.COM

Company ID: SAM001

GHMF

Corporation, Partnership or Proprietor:

Number of showroom/office personnel: 2

Computerized sales tracking: Yes

Showroom size in square feet: 4000

Computer commission reports: Yes

Temporary space in square feet: 1500

TERRITORY

States covered and number of Road Sales People (RSP)

SCA: 9

SNV: 1

SAMPLE

Total RSP 10

KEY ACCOUNT COVERAGE BY

Principal: Yes

Special full-time account people: Yes

Sales Manager: No

Number of people: 0

Regular Road Sales People: No

Salespeople are paid by: Commission

SALES MANAGER PROFILE

Sales Manager: Yes

Name: JANES

Sales Management 0 No

Years in industry: 5

Sales MGMT and Administration: No

Years as sales manager: 2

Sales MGMT and Key Accounts: Yes

Sales meetings interval: Quarterly

Sales MGMT Territory: No

DISTRIBUTOR SALES

Sell / service distributors: No

Rack Jobbers: No

TRADE SHOWS

MONTH PERM/TEMP

LOS ANGELES GIFT SHOW JAN Perm

LOS ANGELES GIFT SHOW JUL Perm

TOP CLASSES 24 27 20 67 46 79 16 | 6 of 7 matched

CLASSES OF TRADE

71	ALTERNATIVE CARD	3	<u>BATH/SOAP/ACCESS</u>	92	BED/BATH/LINEN
	<u>BETTER GIFT</u>	11	CHILDREN	18	<u>DECOR/ACCESSORIES</u>
79	DOLL / PLUSH	69	DRUG STORE	20	FLORIST FLOWER
21	FURNITURE	46	GARDEN CENTER	24	<u>GENERAL GIFT</u>
27	<u>HALLMARK CARD</u>	48	HOSPITAL GIFT	49	HOTEL GIFT
54	MUSEUM	KO	NATURE STORE	56	NURSERIES
22 +	PHOT ALBM/FRAME	E2	RESORT TOURIST	60	SOUVENIR
65	TOY	67	CHRISTMAS	J1	DECORATOR/SHOWROOM
J0	INTERIOR DECORATOR	G4	HIGH PT FURN ACCES	K1	ORIENTAL DECOR

14 of 27 matched

TOP 10 LINES CURRENTLY SOLD

Lines		Classes		Years Covered
BRIGHT LIGHTS CANDLE	24	8 +	27	2
FETCO	87	22 +	27	6
DENNIS EAST	24	18	27	1
SAN PACIFIC	48	4	46	2
TOYO	20	4	21	3
NORTH AMERICAN	65	79	11	4
GOODWIN WEAVERS	24	18	16	3
UPPER CANADA	48	3	27	2

KEY
Blue- Match
<u>Red- Top Match</u>
Green - Priority
Gold - Noteworthy
+ - Special Match

CHAIN STORE ACCOUNTS SOLD AND SERVICED

ROBINSON-MAY DILLARDS MACYS
 LAMPS PLUS

Salespeople count stock: No Special service personnel service stock: No

NOTES

Region Rating

SAM

CARRIES

28	HARDWARE	62	SUPERMARKET	50	HOUSEWARES
25	GOURMET	B9	DISCOUNT CHAIN	19	ELECTRONICS
70 +	HBA	50	HOUSEWARES	70 +	HBA

COVERS

28	HARDWARE	62	SUPERMARKET	50	HOUSEWARES
25	GOURMET	B9	DISCOUNT CHAIN	19	ELECTRONICS
70 +	HBA	50	HOUSEWARES	70 +	HBA

COMPANY INFORMATION		Years in Business: 20	Company ID: SAM002	JBMH
Company: BROWN SALES COMPANY	Principal: JIM BROWN	Address: 210 MAIN STREET	CHICAGO, IL 60654	DIV: Phone: 000-000-0000 FAX: XXX-XXX-XXXX Email: Website: WWW.BROWNSALES.COM
Corporation, Partnership or Proprietor:	Computerized sales tracking: Yes	Computer commission reports: Yes	Number of showroom/office personnel: 1	Showroom size in square feet: 0
TERRITORY States covered and number of Road Sales People (RSP) IL: 4 IN: 2 WI: 1		<div style="font-size: 2em; color: red; opacity: 0.5; transform: rotate(-15deg);">SAMPLE</div> <div style="text-align: right; margin-top: 10px;"> TotalRSP </div>		
KEY ACCOUNT COVERAGE BY		Principal: Yes	Sales Manager: Yes	Regular Road Sales People: No
		Special full-time account people: Yes	Number of people: 6	Salespeople are paid by: Commission
SALES MANAGER PROFILE				
Sales Manager: Yes	Name: SAMB	Years in industry: 10	Years as sales manager: 5	Sales meetings interval: Quarterly
		Sales Management 0	Sales MGMT and Administration: No	Sales MGMT and Key Accounts: Yes
		Sales MGMT Territory: No		
DISTRIBUTOR SALES				
DISCOUNT	GROCERY	PET	Sell/ service distributors: Yes	
HARDWARE	DRUS		Rack Jobbers: Yes	
TRADE SHOWS		MONTH	PERM/TEMP	
HOUSEWARE SHOW		JAN	Temp	ACE HARDWARE CONVENTION Temp
HOUSEWARE SHOW		JUL	Temp	
HARDWARE SHOW		APR		

TOP CLASSES

62

28

83

B7

F1

38

2 of 6 matched

CLASSES OF TRADE

H4	99 C/DOLLAR STORES	77	CONVENIENCE/7-11	69	DRUG STORE
28	HARDWARE	50	HOUSEWARES	62	SUPERMARKET
F2	HOME CENTER	93	KITCHEN DOMESTIC	61	SPORTING GOODS
D5	OFC. WHSE CLUBS	3	BATH/SOAP/ACCESS	B7	DEPARTMENT STORES
19	ELECTRONICS	70 +	HBA	34	PARTY SHOPS
F0	WHOLESALE CLUB	B3	CLOSET / STORAGE	A7	ARMY NAVY STORES
89	RESTAURANT SUPPLY	43	CLOSE-OUTS	89	DISCOUNT CHAIN
25	GOURMET	83	HOME BUILDING CTR.	87	PET
F1	WHOLESALE DIST.	G3	GOURMET GROCERY	B1	CABLE/HOME SHOPPING
33	OFFICE SUPPLY				

11 of 28 matched

TOP 10 LINES CURRENTLY SOLD

Lines		Classes		Years Covered
SWING AWAY	28	62	F1	5
SUPERIOR	28	H4	43	7
UMBRA	28	50	3	3
RAYOVAC	62	77	19	2
CUISINART	25	50	87	10
SIGNATURE HOUSE	25	50	38	5
ALLEGHANY	62	89	89	1
PET LIFE FOODS	69	89	89	4
PAPER PRODUCTS	25	34		9
ARM & HAMMER	70 +	89		10

KEY

- Blue- Match
- Red- Top Match**
- Green - Priority
- Gold - Noteworthy
- + - Special Match

CHAIN STORE ACCOUNTS SOLD AND SERVICED

SEARS	MEIJER	TRUE VALUE
SHOPKO	OSCO	TARGET
FIELDS	CRATE & BARREL	ACE HARDWARE

Salespeople count stock: Yes Special service personnel service stock: No

NOTES