all@teamwalterb.com

walterb@
teamwalterb.com
cell: 908.461.1125

courtney@
teamwalterb.com
cell: 859.495.2123

lisab@
teamwalterb.com
cell: 801.317.8560

Sales Agency for ~~today's~~ tomorrow's Promotional Market

Walter

Courtney

Lisa

TeamWalterB offers a supplier solution to enhance growth in an ever-changing economy/ market. Increasing sales during a challenging market confirms our philosophy of:

- Key representative strategies to develop programs, opportunities and relationships.
- Weekly Social Media Campaigns via LinkedIn and Facebook in addition to Constant Contact blasts.
- Outbound communications/selling to key distributor sales staff
- 80% time dedicated to field sales
- CRM Implementation for Sales Efficiency and Communication
- Continuous communication with vendors to enhance market share, product placement and corporate growth

Team Members

Walter Brzyski
Agency Direction • Sales Meetings • Tradeshows, Program Development • Marketing Strategies and Region Management

Courtney - Lisa
Sales/Support - Inside Sales • Project Research • Tradeshow Participation • Appointment Setting • Follow-up Campaigns regarding samples, quotes and programs
Marketing - Support and materials • database harvesting • web development and updates • direct mail • pricing updates and key representative campaigns.

area of representation

INDUSTRY 35+ YEARS EXPERIENCE

Fossa Apparel

illini We Make It Happen

TOMAX USA.COM

OUTDOOR CAP

ADG PROMO PRODUCTS™

QUINN

Sales Meetings | Region Management | Marketing | Sales Support | Trade Shows

ASI #821021 • PPAI #552905

132 Jumping Brook Road, Lincroft NJ 07738 • p 908.461.1125
walterb@teamwalterb.com • all@teamwalterb.com • www.teamwalterb.com

all@teamwalterb.com

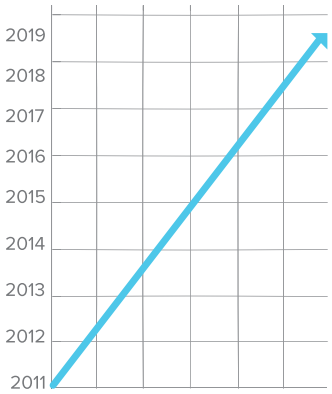
Increasing Sales via Changing Market Confirms our Commitment to the TOUCH FACTOR

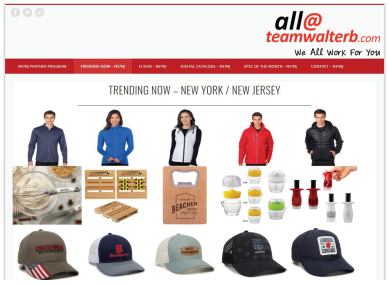
TOUCH FACTOR
\təch\fak-tər

Verb • to preserve continuous "top of mind" & call to action via meetings, digital outreach, social campaigns, direct mail or phone with clients.

Strategy = Record Sales Growth

- 18 year continuous agency growth, development and enhancement in midst of recession, pandemic, factory proximity, company acquisitions and competitive forces
- Top 3 performer amongst all lines during representation
- Nominations and/or awards for Multiline Rep of the year
  - □ 2017 PPAI Top 10 Nationwide Multi-Line Rep of the year
  - □ Various Regional Associations including SAAGNY, CPPA, PAPPA, TRASA



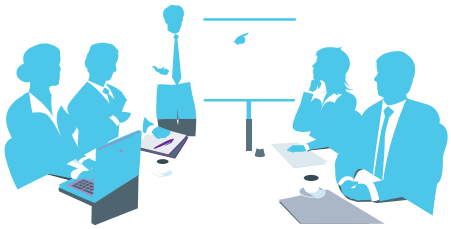


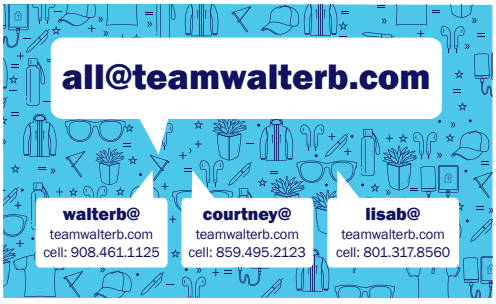
teamwalterb.com

- Biweekly website updates to educate clients on top sellers, specials, offers, etc.
- Trending Now page to highlight key product trends
  - Hover effect per product to inform of selling points/features
- Flyer Page – digital seque highlighting key items
  - Download and custom options
- Digital Catalogs – One location model making information easy
- Newsletter- email blast catalog, case histories, social campaigns.
- ALL@teamwalterb.com email portal– We ALL Work for You!
  - Added Resource for Distributors- Virtual Personal Assistant
  - Event, Budget, Segment, Demographic Search Feature vs. Product Specific ESP/SAGE Engines
  - Marketing tool via custom flyers, virtuals, specs and samples

Field Sales Strategy

- 80%+ time to field sales, standard call cycle - 3 Appointments per day, 3-4 times per week.
- Account penetration via A, B, and C accounts. (Diamonds in the rough and loyalty campaigns).
- Branch office calls for National Accounts.
- National and Regional Tradeshows (ASI Orlando, PPAI Las Vegas)
- Joint Presentations





Internal TEAM

- Outbound Communication/selling to key distributors sales staff.
- Project research and product suggestions
- "Heavy Hitter" concentration to "TOUCH" key performers within each firm to increase recognition and sales.
- Program Renewal Strategies to enhance product placement.

Sales Meetings | Region Management | Marketing | Sales Support | Trade Shows

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