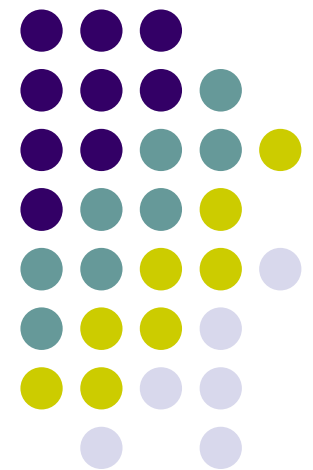




Distributor & Sales Agent Accounts



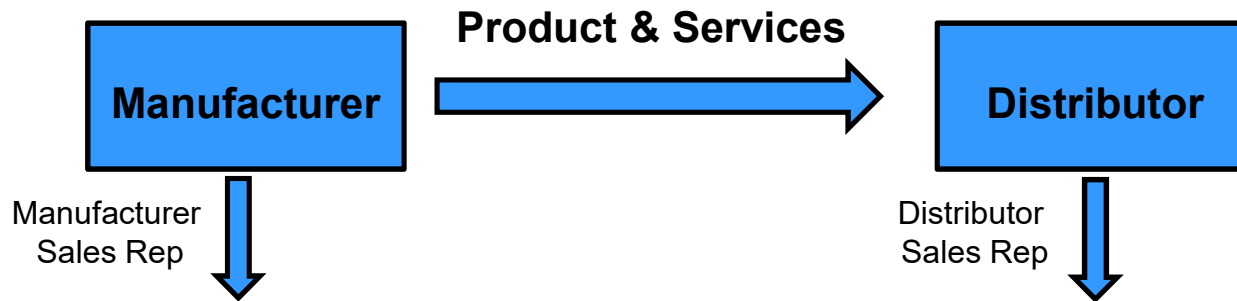


**No one can sell your products
as well as you can,**

but.....

**there are times when it makes
sense to sell your products through
3rd party distribution partners.**

Manufacturer Sales Rep Vs. Distributor Sales Reps & Sales Agents



Manufacturer Sales Rep

- One supplier
- Extensive product knowledge
- Expert at selling company's products
- Greater experience
- Priority: maximize sale of company's products

Distributor Sales Rep

- Multiple suppliers
- Some product knowledge
- Reasonably good at selling company's products
- Responsible to own management first
- Priority : sell products that maximizes profitability, the fastest / easiest

Challenges of Selling Through 3rd Party Distribution Channels.



- Limited visibility into sales (win/lose, close date, etc)
- Less control
- Difficult to forecast
- Distributor reluctance to share info
- Added value is too often sold as a price reduction
- Limited distributor mind-share
- Questionable loyalty
- Not experts selling manufacturer's products
- Can be difficult to help/coach sales reps
- Keeping them interested in selling your product vs. other lines in their portfolio

What if your sales reps could become part of the distributor's sales process?



Manufacturer

1. Increased distributor mind-share
2. Increased distributor market share
3. Competitive advantage
4. Company sells more products
5. Shorter sales cycle
6. Greater control of distributor sales process
7. Visibility into distributor pipeline
8. Better sales data
9. Can accurately forecast distributor sales
10. Company's 'Added Value' is not just price
11. Company moves from 'supplier' to 'partner'
12. Better communications with distributor

Distributor

1. High value sales analysis & qualifying tool
2. Access to skilled & experienced sales reps
3. Sell more product
4. Shorter sales cycle
5. Reduced cost of sales
6. Higher WIN rates
7. Better communications with manufacturer
8. Stronger partnership with manufacturer

How it Works

Distributor Sales Rep



MANUFACTURER

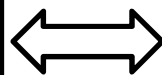
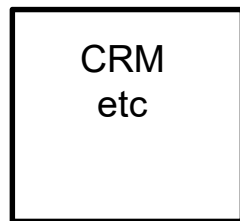
**DISTRIBUTOR
/ AGENT Sales Rep**

FIREWALL

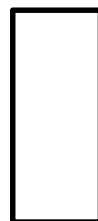


BTS Robotics, Inc.

System of Record

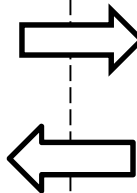


Occulus

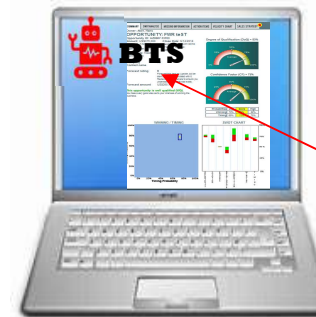


Information
Flow

Control &
Visibility



Automation Systems Inc.

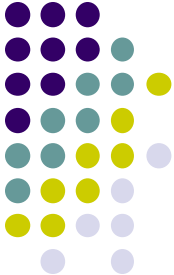


BTS logo on
Distributor's desktop

- Multiple levels of security
- Control by manufacturer
- Distributor restrictions (can only update questions & make comments)
- Visibility (down only, not up or sideways)
- Information flow one-way (distributor to manufacturer)
- Coaching of partner's sales reps

How it Works

Distributor Sales Manager



MANUFACTURER

DISTRIBUTOR
/ AGENT Sales Manager

FIREWALL



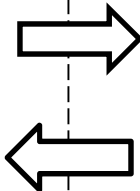
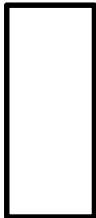
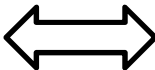
BTS Robotics, Inc.

Automation Systems Inc.

System of Record

Occulus

Control & Visibility



Information Flow



The Power is

in **The Details**

Selling Through Distribution Channels

Marketing Value!



Your logo is on their desktops!



Clearly demonstrates that you are interested in their success and will help them close more business.

Everyone Wins!



Occulus Distribution Partner Account:

Your key distribution partners are provided:

- An Occulus account under the control of the manufacturer account manager
- Access to an experienced & knowledgeable sales coach that will help them close more business for you
- Greater visibility into their own sales campaigns
- Better ability to forecast their own sales

Resulting in:

- increased win rates,
- closer relationship with manufacturer

Manufacturer's Marketing Message



*“Work with us
and
sell more!”*