

## On Demand Field Marketing and Brand Development

### Field Marketing Representatives Brand Building Events

Our professional field sales and marketing support teams connect brand messaging with specifiers, salespeople and consumers at the critical point of sale, delivering product knowledge, brand awareness, increased sales, and exceptional value for leading manufacturers and retailers in the interiors/building products industries.



### The Exceptional Value of On-Demand Field Services

Our clients realize an enormous savings by paying only for the task that is needed. We are often able to eliminated 40% to 70% of the associated cost and expenses of operating a traditional field force. At the same time we provide equal or better talent to do the job. We realized the industry and brands we serve really benefit from an in-person direct marketing approach. Due to economic necessity many companys scaled back on field marketing and there market shares have suffered. While many alternative marketing efforts are hard-pressed to gain the attention of the target customer, our field teams achieve success by communicating your brand message face-to-face at that critical point where specifiers are ready to commit or shoppers are ready to buy. In addition, our teams gather invaluable market feedback and competitive information, which enables us to provide actionable intelligence that will help you develop, adjust and innovate your brand strategy.

### Your Product Message Professionally Delivered

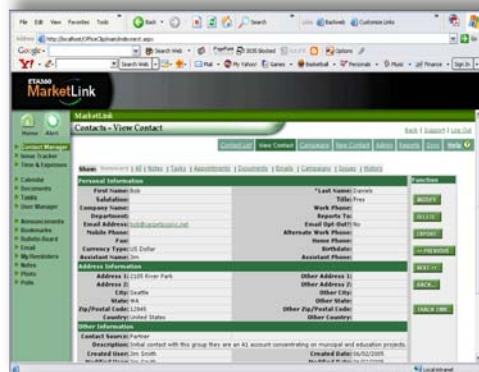
Specializing in building relationships, Comprehensive Search field representatives function as a seamless extension of your company at the store level, giving you a competitive edge by growing your market presence; training, and motivating sales associates to become brand advocates; and continually assessing your brand success.

### Flexible Integrated Strategy

With our focus on your top markets and critical locations we can provide talent at the critical point where customer decisions are made. Our On-Demand field marketing program allows you be agile enough to respond to whatever the market needs. When you combine the in-depth relationship marketing and intelligence-gathering enabled via targeted field deployments, with the online reporting made possible through our proprietary MarketLink online solutions. Our integrated methodology helps ensure that your brand messaging is continually delivered, even in hard-to-reach markets.

### Measurable Results

Our MarketLink client reporting allows you to easily access your brand program data, including issue tracking, market feedback, store coverage, POP photos, online document storage and much more – all in real-time. State-of-the-art business intelligence tools enable you to measure your results as well as drive brand success.



# AGILE Flexible On Demand

## Marketing & Sales Field Teams

### The "Comprehensive" advantage

We have been providing Field Marketing solutions to major brands since 1983.

Focusing primarily on the interiors and building products industries. We speak the language and understand the needs. From A&D firms, local dealers to Big Box Retailers; we can help you make more sales.

Founded in talent search: we do not just provide "Feet on the street" our criteria insure you get "A" list representation usually with an industry veteran.

Embedded coordinators on each brand team to coordinate with your product and brand manager and help ensure program success

Business Intelligence is a built-in component all of our field teams relay key-issues and market activity through their weekly reporting.

### Field Services to Meet Your Goals

Our Contingent Workforce can provide a tailored field management solution including:

- Market research and competitive data analysis
- Promotional Event Hosting
- In-store salesperson product training
- Consumer and salesperson promotions and awareness
- Product demonstration and assisted selling days
- Tradeshow and Industry Event representation
- Lunch & Learns, CEU's and other informative Brand educational events.