

# pmi Case Studies

We have met sales goals or exceeded expectation at every factory we represent. Here are a few notable achievements for illustrating the breadth of our selling experiences.

## Nurturing Opportunity : Vexilar Marine Electronics



Vexilar is the premiere ice fishing electronics brand. For 20 years PMI has represented Vexilar in their most lucrative territory. PMI has also held Vexilar's top sales position in spite of increasing pressure from larger competitors such as Lowrance and Humminbird. A critical aspect of our sales strategy has been our involvement in the development of programs, discount structures, and MAP policies; often geared to optimize results at each class of trade (dealer, wholesale, distributor). In addition early buy programs secure open to buy dollars, MAP incentives result in higher margins for partners, and ad co-ops are structured for mutual benefit. Furthermore Vexilar continues to offer the best product ownership value in it's class -- no small feat. PMI's subtle aspects of selling can make the difference between a supplier being considered an important player versus being the dominant player.

### *Testimonial*

*"PMI takes a very hands on approach to giving field input and often are the champions of what our Dealers would like to see from Vexilar. Some might think that just because Vexilar dominates the winter sonar ice fishing category, selling is easy, but it never is. I believe with most companies, volume is the driving force behind a sales force. At Vexilar, it is not about the volume of sales that are made, but of the profitability of those sales. If you don't want honest feedback from your sales force, don't go with PMI. If you don't want creative ideas coming from the field, then don't consider PMI. If you are pioneering new brands, launching new products and looking to place products with the key retailers, then PMI is a good choice, they are defiantly results driven and fight hard to 'move the needle'.*

*While I don't think the other letters of endorsement will say much more than what I have already written, I think it is good to understand that I've been working with PMI for 12 years, in the good times and in the bad. I have seen how passionate they are in developing a successful brand and Vexilar is stronger because of their commitment to us."*

*Sincerely,*

*Tom Zenanko | Marketing and Sales Manager*

*Vexilar Marine Electronics*