

GROUP PROGRAM

VAL-TEST Staff encourages participation in our programs via a telemarketing sales effort.

Our members' every day out of warehouse fulfillment is supported by VAL-TEST Group discounts and rebates. We promote these programs by e-mail, telemarketing and on the Internet. The administration is managed by electronic central billing and rebate distribution through the VAL-TEST office. Members and Suppliers have access to administrative data via the VAL-TEST Website.

Members support VAL-TEST Programs in order to get Group discounts/rebates.

PROGRAM MANAGEMENT

PROMOTIONS

FIRST HALF EVENT

VAL-TEST Staff organizes and produces all of the elements of these promotions.

Suppliers promote items for Distributors and Dealers to advertise via VAL-TEST produced Distributor Hot Sheets and Consumer Circulars.

SECOND HALF EVENT

Suppliers promote items for Distributors and Dealers to advertise via VAL-TEST produced Distributor Hot Sheets and Consumer Circulars.

Members support VAL-TEST Promotions in order to get promotional discounts and to stimulate sales.

SHOWS

VAL-TEST SHOWS

VAL-TEST Staff Manages our Annual Show. We also coordinate promotions that support our Distributor Shows

VAL-TEST Distributors and Suppliers meet annually to discuss their opportunities. Distributors use our Show Specials to stock up for the season. VAL-TEST Supports this show and Distributor shows, by featuring the products of attending VAL-TEST Suppliers in our Member Promotions. This also helps us communicate with supplier representatives who in turn help our members promote their products.

Members support VAL-TEST Shows as their best point of contact with their Suppliers.



TELEMARKETING AND ADMINISTRATION



VAL-TEST SHOW



HOT SHEETS AND CIRCULARS



SHELF TALKERS STORE BANNERS



VAL-TEST NATIONAL ROAD SHOW