

Friends™

B U S I N E S S S O U R C E

Everything for people@work.

In recent decades, our market has truly evolved in favor of the customer. The majority of today's sales force, in fact, is out of touch with the realities of the marketplace. Each customer deserves to be recognized as an individual and they have the right to define value as they see and expect it.

For instance, in the 1970s, marketing identified the needs of many based on the input of few. Salesmen utilized marketing brochures and flyers and reverberated this information back to their customers with value-based propositions. The customer would simply listen and choose the best fit for them.

Deregulation of telecommunications and delivery services in the 1980s gave way to greater access of information for customers and the balance of power in the marketplace began to swing towards them.

Globalization began in the 1990s and led to the commoditization of many products. Customers gained access to high-quality decision making information via the internet, as well as numerous sources of supply. Success in sales and marketing, no matter what business you are in, now relies on learning and responding to customer needs.

So why is this important to you? You are our customer. You define what product we supply and how quickly we get it for you. With daily communication windows via telephone, email and social media, we have learned more from you in recent months than ever before.

Serving you is no longer a matter of "If" or "When" or "How". We continually put you first before the products we sell because you are the reason we are here and we recognize that you run our marketplace. Please, let us know how we can help you. We stand behind our business because you stand behind us. Thank you.

Sincerely,



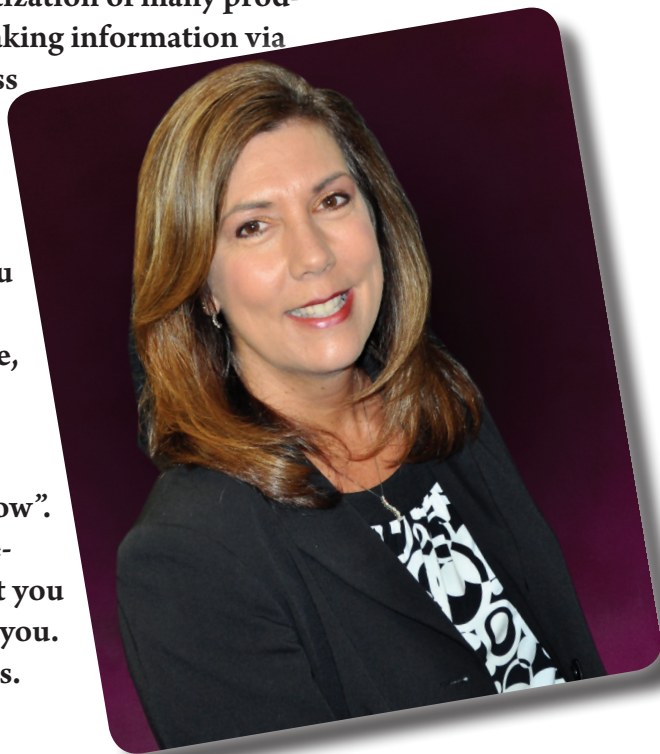
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