



BRANDED APPAREL

STATIONERY

BUSINESS DOCUMENTS

PROMOTIONAL ITEMS

MARKETING PROGRAMS

**COLLATERAL
MANAGEMENT**



**SALES FORCE
ENABLEMENT**

PROecom Solutions: Sales Force Enablement

Finding an efficient way to provide the appropriate marketing materials to your sales force can be challenging. Having multiple offices across the country often requires that organizations inventory multiple versions of the same promotional pieces.

When an effective solution is not in place to streamline this process, the end result can be duplication of resources and an overall dilution of the brand due to uncontrolled purchasing. A Sales Force Enablement Solution from PROecom provides access to customizable promotional pieces that can be ordered in any quantity to reduce inventory and waste and enhance the control of visual identity elements.

Proforma's Sales Force Enablement Solution creates a dynamic online program that manages existing inventories and provides an interface for print-on-demand, custom brochure development built within the structure of your company's brand message. With a PROecom solution in place, both you and your sales team will spend less time sourcing and purchasing and more time selling and managing clients.





PROecom Success

One Source.

A large real estate company that was struggling with brand consistency across their distributed sales force looked to Proforma to be their one source for marketing materials through a PROecom Sales Force Enablement solution. The solution proposed for the more than 750 agents would help establish a mechanism for control over their brand while allowing their agents to customize pieces with information pertinent to their local markets.

Infinite Resources.

Their Proforma Professional sourced everything from business cards and stationery to direct mail campaigns and branded apparel for their online store, all at better prices than they had been receiving from their previous suppliers. A selection of their marketing collateral was made available for print-on-demand and predetermined fields could be customized to allow agents to reach their audience. Within weeks their custom company store was online and agents began ordering everything they needed to promote their business including pens, mugs, signage and apparel.

Excellent Results.

Proforma's Sales Force Enablement Solution revolutionized the way this company's distributed sales force marketed to consumers. The corporate office was able to eliminate duplication of efforts, brand inconsistency and rogue spending by providing a centralized online site to support its agents. The agents were granted access to quality items procured with the buying power of their entire network with no minimum purchase requirements.

Using Proforma as their one source for Sales Force Enablement helped this real estate company improve their marketing efforts and increase their efficiencies.



ONE SOURCE

BRANDED APPAREL

Uniforms

Outerwear

Corporate Apparel

Business Casual

STATIONERY

Letterhead

Business Cards

Envelopes & Labels

BUSINESS DOCUMENTS

Custom Business Forms

Contracts & Sales Sheets

Invoices & Checks

PROMOTIONAL ITEMS

Office Supplies

Self-Promoters

Customer Appreciation

Awards & Incentives

MARKETING PROGRAMS

1:1 Marketing

Direct Mail

Fulfillment & Distribution

COLLATERAL MANAGEMENT

Marketing Collateral

Brochures & Flyers

Print-on-Demand

Catalogs

One Source

Asset management is one of the most critical responsibilities of your company's leadership team. Through the one-time implementation of an online technology solution, you can ensure that all of your marketing materials, business forms, promotional items and overall identity programs are being produced and delivered in an effective and efficient manner. PROecom provides you with one source for all of your Sales Force Enablement materials and simplifies the delivery process, allowing you to spend more time growing your business.

Infinite Resources

Partner with Proforma in the development of an online technology solution and simplify the process of sourcing and purchasing the items you need to communicate with your customers. With more than 30 years of experience and 650 member offices in our network, we understand what it takes to deliver comprehensive solutions that integrate with your company's daily operations. Revolutionize the way you purchase and distribute all of your print, promotional items and business documents with the power of PROecom from Proforma.

