

OVERVIEW

Jamie Northrop Associates, Inc is a market specialist in the areas of Government and Educational Sales as sought by the Contract Furnishings Industry.

In providing direct market support to its client mix, JNA services fall into four general categories of work performed:

- 1) Targeting and Development of GSA as well as State and Local Government Contract or Cooperative Purchasing vehicles throughout the US that clients utilize to pursue government and higher education sales of contract furnishings
- 2) Identification of primary GSA/Government and Education Market Opportunities and the related Business Planning and development of Sales Strategies for addressing them
- 3) Field Sales Training, Introductions and Ongoing Market Support
- 4) Overall guidance and assistance with the program management, updating and administration of all government contracts and agreements

JNA Market Support Profile

The scope of JNA market support is developed individually with the client, based on an acquired knowledge of the clients internal organization, product mix, sales organization/structure, geographic sales coverage, commercial sales and distribution methods, overall Government and Institutional market awareness, and general company strengths and weaknesses.

Once a basic architecture for Government and Education Contracts is in place, all current clients have sought the help of JNA primarily to assist them with their goals of developing a marketing and sales game plan and assist in their overall business development in these areas. Sales Support includes:

- Outlining Govt and Education Market Structure and targeted areas of sales within it
- Key Account/Territory Analysis to identify Federal, State and Local Govt Specifiers nationwide
- Leveraging existing A/D and Dealer relationships to better access the Government and Education markets
- Creating immediate awareness of current and planned GSA/State/Municipal Govt projects
- Strategic Sales Training in an area of non-traditional sales focus for Sales Mgrs and Sales Representatives
- Leveraging JNA relationships within this specifying community and related Contract Furnishings industry interests
- Providing Field Sales support as well as specifier introductions in key market areas of the country
- Providing direct Project/RFQ guidance and response for clients on specified projects
- Leveraging client GSA/ Federal program to enable primary State and Local Government Market opportunities
- Establishing a market position within the Government and Education Facilities market for longer term growth
- Helping assure the greatest return on the time and money invested in this area of its business

Developing a Client Relationship:

- All Client Agreements are established as exclusive and non-competing among existing clients.
- Begins with an initial discovery meeting at the clients site to fully discuss client plans, interests and current sales capabilities in these market areas
- From this meeting a Client Work Plan and cost proposal is developed and provided at no expense.
- Resulting Client agreements are longer term in nature and are either based on projected Per Diem Fees, and/or from Commissions resulting from the development of new business for and with the client. Fees vary with the scope of work involved.