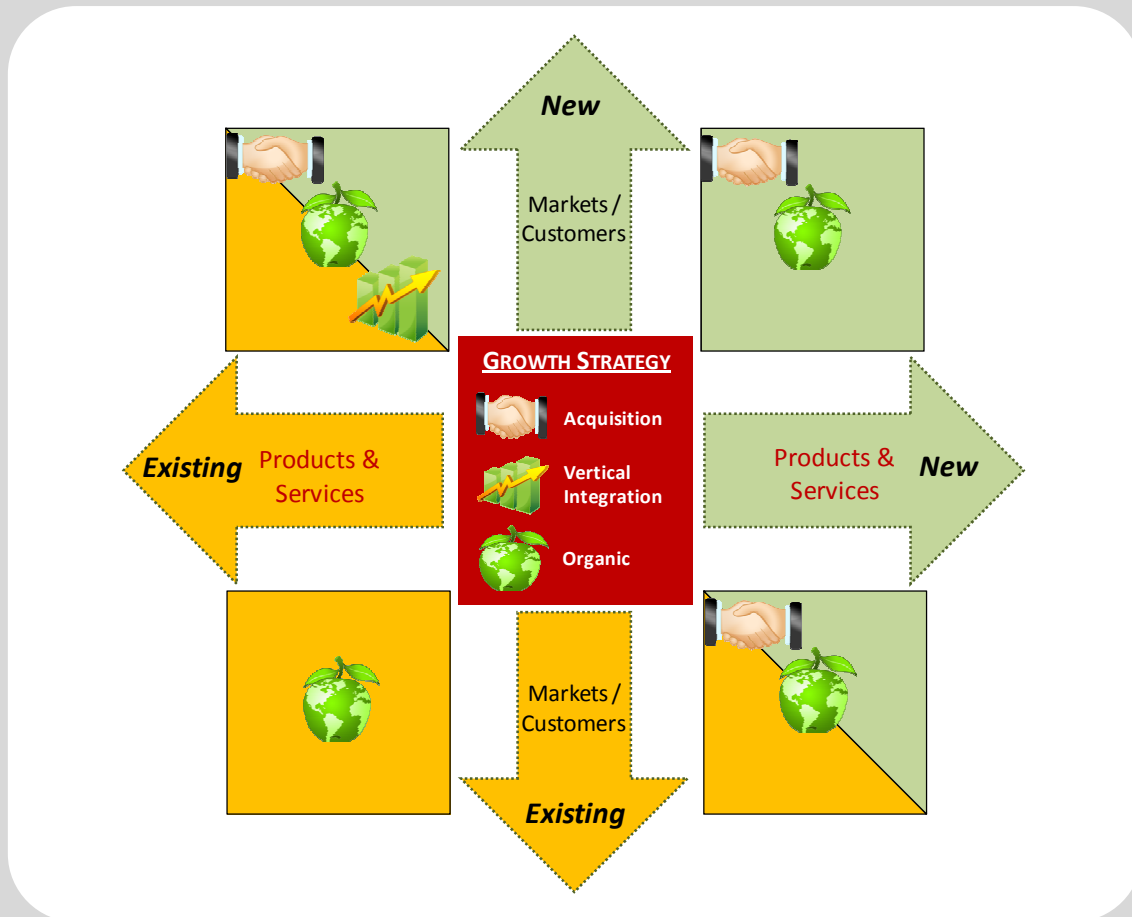


NAW INSTITUTE FOR DISTRIBUTION EXCELLENCE & Texas A&M ★ INDUSTRIAL DISTRIBUTION PROGRAM

Join forces to Establish a New Research Consortium

OPTIMIZING DISTRIBUTOR GROWTH AND MARKET SHARE

Managing and Planning Resource Allocation to Grow Market Share



Value to Consortium Members

- ➔ Determine how to enter new markets and/or acquire competitors
- ➔ Learn how to optimize acquisitions and new territories by integrating them into your network
- ➔ Optimize new product introductions in alliance with suppliers and market needs
- ➔ Scientific approach to expand and gain control of new and existing services
- ➔ Optimize your firm's "footprint" of investments for serving desired markets
- ➔ Learn how to optimally allocate customers to operations and sales force activities
- ➔ Metrics to manage risk on new markets, infrastructure, and new product introductions
- ➔ **20 FREE seats in Texas A&M Educational Programs—valued at more than \$35,000!**



NAW INSTITUTE FOR DISTRIBUTION EXCELLENCE & Texas A&M ☆ INDUSTRIAL DISTRIBUTION PROGRAM

Join forces to Establish a New Research Consortium

OPTIMIZING DISTRIBUTOR GROWTH AND MARKET SHARE

Registration Form

- Yes, register my company for the Optimizing Distributor Growth and Market Share Consortium and invoice my company for the consortium membership fee of **\$25,000**.

Name _____
Title _____
Company _____
Address _____
City, State, Zip _____
Phone _____
E-mail _____

- I am interested in the Optimizing Distributor Growth and Market Share Consortium. Contact me to discuss.

Name _____
Title _____
Company _____
Address _____
City, State, Zip _____
Phone _____
Email _____

Please complete this [Registration Form](#) and fax or e-mail it to the NAW Institute for Distribution Excellence, Attn: Ron Schreibman, at 202-785-0586 or rschreibman@naw.org. Thank you.

More information available at:

<http://www.naw.org/crdbp/growth.php>