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A New Way To Get Stuff... **DEALER FULFILLMENT PROGRAM**

Have you ever had a customer come into your store who wanted an item, but you didn't have it in stock? And then you had the unfortunate duty of informing the customer that you'd have to order that item and give them a call when it came in? Perhaps to some, that's not a big deal. But what if a customer lives in a rural area, and it takes them a half hour, an hour, or more to drive to your store? Sometimes, this can be enough to discourage the customer from buying the product altogether.

That's why **PowerMist** has put together its Dealer Fulfillment Program. According to Rick Fales, **PowerMist** president, "It enables a retailer to extend their selling area and take better care of a rural-type consumer, or anyone who may not be able to conveniently make it into their store." In a nutshell, the customer orders an item from you, you send that order to **PowerMist** and **PowerMist** ships it directly to your customer. "It allows a retailer the ability to provide door-to-door service, basically."

The concept might make some dealers wary, but Rick explains the customer still belongs to the dealer.

"This is not a program where **PowerMist** sells to retail consumers. The entire transaction is through the dealer ... all we are is a fulfillment house for the dealer." The package will be labeled with the dealership's name.

The program, Rick says, addresses one of the biggest problems a dealer has - namely, overhead. "There are consumers walking into retailers right now and the retailer doesn't have what they want in stock. Let's say that consumer has \$100 in his pocket, and he's going in to buy fuel, oil, or whatever. He's already made a decision to spend that \$100. And what happens when the retailer doesn't have what he wants? If I'm that consumer ... I go to a competitor, or I go completely outside the industry. I may go buy speakers for my truck instead." Rick doesn't think the program will cause

dealers to stock less inventory, but rather will be a supplementary tool to help them keep business.

Who's qualified for the program? Any retailer that has an open account with **PowerMist** is on credit card terms. In either case, the account must be current. In order to keep the program running, there is a fee involved, which is \$10 per order. The dealer is sent an invoice at the end of the billing period for the fees. Freight is also charged to the dealer for the item. The dealer can add the freight and \$10 onto the price for the customer, or he can choose to pay it himself.

The response has been pretty good, once the dealers have it explained that **PowerMist** isn't trying to take away their customers, and has no intention of going consumer direct. "We're not building a database of names to do anything direct, that's not what we're good at. What we're good at is formulating, blending and shipping inventory. And this is a way to leverage that strength and offer it as an added benefit to the retailer." In the end, it would seem that the Dealer Fulfillment Program is a winning prospect for everyone.

**We Will
Help You
Sell More
Power Mist!**