



Ardent Inc

We Build Sales Networks

Having The **Right Sales Representation**
is Key To Selling Your Company's
Products & Services



Our Website
www.ardentgo.com



The **Ardent Sales Network Building Process** is Key To Selling Your Company's Products & Services

OUR PROCESS

HOW WE BUILD YOUR NETWORK

With over a decade of experience, we have developed relationships with manufacturer's reps and/or distributors. We work closely with the reps, distributors and your company to build the most productive sales network possible. We identify and engage the right representation, develop sales targets, provide ongoing training and the support for the sales process. In most cases we represent our clients whilst building the network to provide a faster initial path to sales and perform Target Campaigns directed at the ideal customers to purchase or utilize your product or service

When we represent our clients, we utilize our vast network of representatives, their customers and their principals which allows us to bring immediate sales coverage for your company



Ardent



The right manufacturer sales representation creates the right opportunities.

We connect you with sales reps that have access to the target accounts that will help your business grow.

We can perform Target Campaigns directed at the ideal customers to purchase or utilize your product or service

We Start By Understanding Your Business

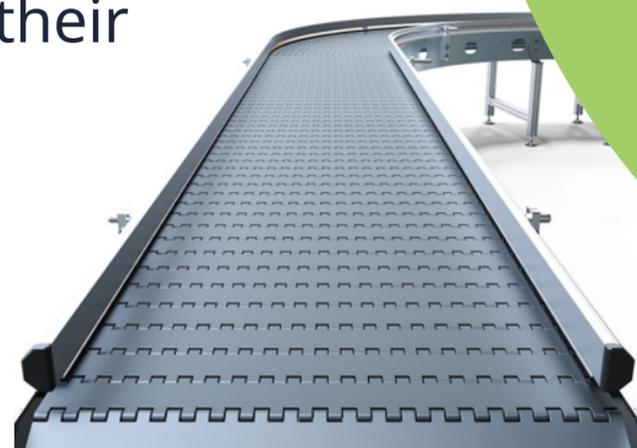
GETTING TO KNOW YOU

Understanding your business helps us identify the right, representation and sales channels for your company.

Companies of all sizes and industries turn to **Ardent** when building their sales networks.



Our Website
www.ardentgo.com



We develop a clear understanding of your products/services and capabilities



We help you with sales collateral to help increase sales



We gain insight into your key industries, markets and the customers you're targeting



We develop a sales deck, company overview and basic training materials to recruit and onboard the right representation for your company





START BUILDING

THE RIGHT SALES CHANNELS, IN THE RIGHT ACCOUNTS, CALLING ON THE RIGHT PEOPLE

We have the most comprehensive database and research team in the industry. This enables us to target representation based on specific criteria. We use it to:

- Develop a list of manufacturers reps/distributors that fit your companies needs.
- Review each manufacturers rep/distributor and determine which ones are best fit. Criteria includes the number of reps, industries covered, active customers, complimentary lines, availability, and more.
- Once a list has been developed our team will contact all identified sales reps/distributors and review your sales collateral, website and product offerings with them.
- We prepare campaigns that go directly to your ideal customer bringing increased repeated exposure to your base.

We've talked to thousands of Sales Reps and we know how to develop the most productive sales network for your business.



Develop A Profile For Each Sales Channel

MAKE SURE IT'S THE RIGHT RELATIONSHIP

In most cases we not only make calls, introductions, information exchange and follow up to create the initial interest in representation, we develop a profile on each rep to help us all evaluate the right fit.

Here's how it works:

- We interview each rep group and/or distributor and build an accurate profile and determine potential productivity. This profile includes target accounts, territories, and lines being represented.
- We share the rep group and/or distributor profile with you and help you decide if they are a fit for your sales network.
- If you decide to move forward with that rep group and/or distributor our team will schedule a joint call to make a formal introduction/Q&A session.
- We negotiate Manufacturers Rep/Distributor agreements and get them executed.
- When everything has been completed, we make a clean handoff to your team. We can provide ongoing support for your team if requested.



Total Revenue Generated Over The Past Period

The form is titled 'Rep / Distributor Company: Minshare Technical Sales' and is assigned to 'Client: Proper' by 'Martin Fagan' on '10.12.2022'. It includes the following sections:

- Company Information:** Representative / Distributor: Steve Arnold; Contact Name: Steve Arnold; Street: 7340 East Main Street; City: Scottsdale; State: AZ; Zip: 85251; Country: USA; Territory: Arizona, Nevada, New Mexico, Texas, Mexico East, Mexico West; # Total Employees: 3; Trade Shows Attended: EDS Summit; Phone: ; Cell Phone: +1480846-7157; Email: steve@minsharetechnical.com; Website URL: www.minsharetechnical.com
- Details:** Representative, Key Representative
- Industry:** Automotive, Aviation, Home Appliance, Plastics, Medical, Military, Defense
- Target Customers:** Amazon, Car Automotive, Honda, Kore Kinect, Ottomun, Aon, Nicola
- Principals:** APEM, BJO Industries, Disoltech, Esterre, ETDC, HOP Power, IBI Motherboards, Microchip, TRP Connector
- Products:** Electromechanical Products, Electronic Components, Metal Stamped Parts, Plastic Injection Molding, CNC, Contract Manufacturing
- Description:** Established in 2004, Minsshare Technical Sales is a leading component manufacturer. Minsshare is our unique brand of attention and results oriented representation. Our firm is differentiated by our energetic and aggressive approach to producing revenue growth. Our partners include global manufacturers of semiconductor and electro-mechanical devices, plastics and metals related specialists. Our goal is to be the most respected rep firm to our suppliers and the most valuable supplier to our customer base.



MAXIMIZING SALES COVERAGE

TERRITORY, INDUSTRY, OR ACCOUNT BASED AGREEMENTS.....
WE WILL GUIDE YOU ON WHAT IS BEST FOR YOU



Strategic growth through
the right representation

Setting up your network to maximize your opportunity for growth is a strategic process that requires a lot of research.

Agreements - We help draft the right rep agreements that line up with the sales channels, territories and types of accounts you are targeting. If you have an agreement you are using already, we can implement it.

Strategic growth through
the right representation

Target Accounts - Optimize the coverage with a target account strategy and keep track of the account growth.

Growth - We manage the network growth through our software, ensuring you have coverage in the right areas and accounts.



Tracking Your Progress

Your dashboard makes managing your sales network **easy** and **efficient** by giving you performance data in a **simple** and **easy** to understand format.

You'll have access to a real-time dashboard to monitor the success of your sales network. **Your dashboard:**

01

Monitors all phases of the sales process and your sales rep's progress within their target accounts.

02

Provides a real-time view of your **sales network** as it develops and the progress in the accounts targeted for each territory.

03

Provides **mapping functionality** that gives you a clear picture of your coverage.

04

Logs opportunities as they come in and are driven towards sale.



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www.ardentgo.com



Tracking Your Progress

Your dashboard makes managing your sales network **easy** and **efficient** by giving you performance data in a **simple** and **easy** to understand format.



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ABC Company Dashboard



ABC COMPANY

Dashboard Date: 8.1.2023

Phase 4 - 'Active' Network Groups = 8
 Phase 3 - 'Agreements in Process' Network Groups = 6
 Phase 2 - 'Interested' Network Groups = 7
 Phase 1 - 'Identified as Candidates' Network Groups = 85
 Target Accounts



Ardent

Active - Network Groups
Have Agreements - Network Groups
Interested - Network Groups



| Phase 4 - Active Network Groups | | | |
|--|---|-------------|---|
| Distributor Name | Website | ABC Company | |
| Blair Engineering Southeast, Inc | www.blairco.com | | ● |
| Electronic Marketing Associates, Inc (EMA) | www.emago.com | | ● |
| LLano Component Design | http://lanocompdesign.com/ | | ● |
| Scimetrix, Inc. | http://www.scimetrix.com | | ● |
| Scott Technologies | | | ● |
| Scully Lemoine Marketing Associates Inc | | | ● |
| SE Group | | | ● |
| Seacoast Building Solutions, LLC | http://www.seacoastbuilding.com/ | | ● |

| Phase 2 - Interested Network Groups | | | | |
|-------------------------------------|-------------|--------------------------------|---|-------------|
| Primary | # Employees | Rep/Distributor Name | Website | ABC Company |
| Martin Kean | 2 | Atlas Industry Marketing | http://www.atlas-im.com/ | ● |
| Martin Kean | 1 | Automotive Component Sales LLC | http://www.autocompsales.com | ● |
| Martin Kean | 2 | C/G Associates Inc | http://www.cgai.com | ● |
| Martin Kean | 3 | CMJ Technical Sales Inc. | www.cmjtechsales.com | ● |
| Martin Kean | 4 | Colud-Lowery | www.colud-lowery.com | ● |
| Martin Kean | 7 | Hofstater Co | http://www.hofstater.com | ● |
| Leslie Perez | 4 | Select Technology Group | www.selectgroup.com | ● |

| Phase 3 - Agreements In Process Network Groups | | | |
|--|--------------------------|---|-------------|
| # Employees | Rep/Distributor Name | Website | ABC Company |
| 1 | D. T. Hamilton & Company | dthamilton.com | ● |
| 1 | Motion Tech Solutions | www.MotionTechSolutions.com | ● |
| 6 | Schneider & Company | http://www.schneider-company.com | ● |
| 2 | Scholler Sales | | ● |
| 6 | Schroeder Assocs. | www.schroederassocs.com | ● |
| 7 | The Zenk Group, Inc. | http://zenkgroup.com | ● |

| Target Accounts | | | | | | | | | | | | |
|-----------------|---------------------------|--------------------------|-------------------------------------|-------------------------------------|-------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-------------------------------------|-------------------------------------|---------------------------------|
| Reps Principal | Target Account | Rep Group | Pursuing | Principal Introduced | Relationship Developing | Need Identified | Opportunity Identified | RFP Issued | Quote Issued | Order placed | No Longer Target | Any Assistance Needed? Comments |
| ABC Company | Hobart Design | Max Tech Marketing | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Requesting samples |
| ABC Company | Hammer Nutrition | Conrad Sales & Marketing | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| ABC Company | Packaging Brothers | Conrad Sales & Marketing | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Order placed |
| ABC Company | America Medic Science AMS | Conrad Sales & Marketing | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| ABC Company | Naun & Company Inc. | Conrad Sales & Marketing | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| ABC Company | Mirth Provisions | Conrad Sales & Marketing | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| ABC Company | NIAGARA Bottling LLC | Conrad Sales & Marketing | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | No need at this time |
| ABC Company | Lustalis American Group | Conrad Sales & Marketing | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| ABC Company | Hofstater | Conrad Sales & Marketing | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| ABC Company | Waters Technologies | KTS Associates | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| ABC Company | Nuvera | KTS Associates | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Need to visit with client |
| ABC Company | Medionics | KTS Associates | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| ABC Company | Boston Scientific | KTS Associates | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| ABC Company | Thermo Fisher | KTS Associates | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| ABC Company | Transcent Packaging | MotionTech Solutions | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | |
| ABC Company | 21st Century | MotionTech Solutions | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| ABC Company | Slit-Pak Solutions | MotionTech Solutions | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| ABC Company | Jarden Plastics | MotionTech Solutions | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| ABC Company | Web Industries | MotionTech Solutions | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | |

Ardent Example Live Dashboard

FALKENSTEIN Your space, our expertise

Falkenstein BOXtrack: The Ultimate Sliding Door Solution



Dear Martin,

Today, we're excited to introduce you to BOXtrack, one of Falkenstein's premier sliding door solutions. Designed with both aesthetics and functionality in mind, BOXtrack is the perfect addition to any modern space, making it an ideal product for distributors to offer to their clients.

What is BOXtrack?

BOXtrack is a state-of-the-art sliding door hardware system that combines sleek design with superior performance. Whether your clients are looking to install sliding doors in a residential or commercial setting, BOXtrack offers the durability and elegance they need.

Key Features of BOXtrack

- Versatility:** Suitable for both glass and wood doors, BOXtrack adapts to various door types and styles, creating diverse design possibilities.
- Sturdy Construction:** Made from anodized aluminum, BOXtrack is available in a sophisticated stainless steel look or a modern black finish, appealing to a wide range of customers.
- Optional Soft Stop:** Enhance safety and functionality with our optional soft stop feature, which ensures smooth and silent operation.
- Easy Installation:** Designed for ease of installation, BOXtrack allows for quick setup, saving time and effort for your clients and ensuring their satisfaction.

Why BOXtrack?

- Aesthetic Appeal:** The sleek design of BOXtrack enhances the look of any space, providing a modern and clean finish that appeals to clients looking for contemporary solutions.
- Durability:** Built with high-quality materials, BOXtrack is designed to withstand daily use while maintaining its pristine appearance, ensuring long-term client satisfaction.
- Flexibility:** With BOXtrack, your clients can choose between different finishes and add optional features like the soft stop for a customized solution.

BOXtrack's Edge

Unlike many competitors, BOXtrack offers a combination of versatility, ease of installation, and aesthetic appeal that sets it apart. Where others may fall short in durability or design, BOXtrack excels, providing a reliable and attractive sliding door hardware solution for your clients.

Learn more about BOXtrack

See how BOXtrack can enhance your offerings. Visit our website to explore the full range of features and benefits.

Thank you for considering Falkenstein's BOXtrack for your product line. We look forward to helping you provide beautiful and functional sliding door solutions to your clients.

[Reach Out](#) [Check Out All Our Products](#)

Best regards,
Falkenstein
info@falkenstein.com

FALKENSTEIN

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TARGETED 12 STEP CAMPAIGNS

Targeted 12 step campaigns are a way to bring exposure to the market while you sales network is building.

These campaigns are designed to entice the sales network to represent your products or services and to also reach a broad customers base.

FALKENSTEIN

The Future of Architecture – Smart & Seamless Sliding Door Solutions

The NAHB International Builders' Show®

NAHB IBS™

Las Vegas - ABD Convention Center | SUBAT 27-29

Hi Martin,

How can your designs achieve both minimalism and functionality without compromise? Falkenstein's cutting-edge sliding door solutions are designed to blend seamlessly into modern architecture—offering sleek, space-saving designs without sacrificing performance.

Why Architects & Builders Choose Falkenstein

- Seamless Integration** – Our doors disappear into walls and ceilings for an ultra-modern look.
- Effortless Installation** – Engineered for smooth, precision-based assembly, reducing installation time.
- Smart Space Utilization** – Optimize every square foot with sliding systems that enhance open-concept designs.

Meet Us at IBS 2025

We'll be showcasing these revolutionary sliding door solutions live in Las Vegas, February 25-27. Are you attending? Let's schedule a meeting at our booth and explore how Falkenstein can elevate your next project.

Secure your spot now—let's connect at IBS 2025!

[Reach Out to Falkenstein](#)

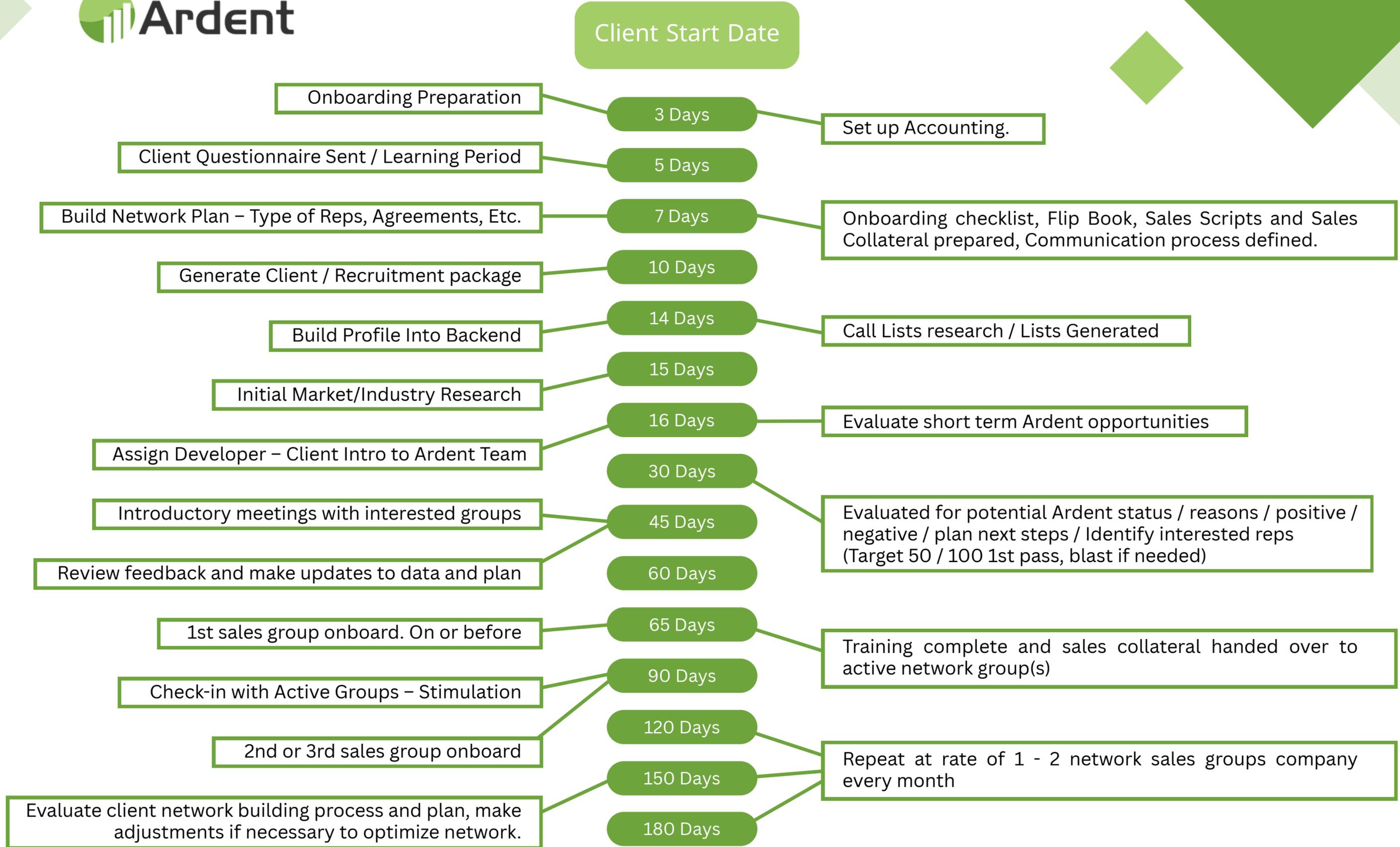
Let's meet at the event!

We are on **booth C7721 (Central Hall)**

Warm regards,
The Falkenstein Team

Client Start Date

NETWORK DEVELOPMENT PROCESS



YOU'RE IMPORTANT IN THIS PROCESS

ENSURING THE PROPER COMMUNICATION WITH YOUR SALES NETWORK

Stay Connected

We make sure you stay engaged with all your Sales Reps

Give them some support

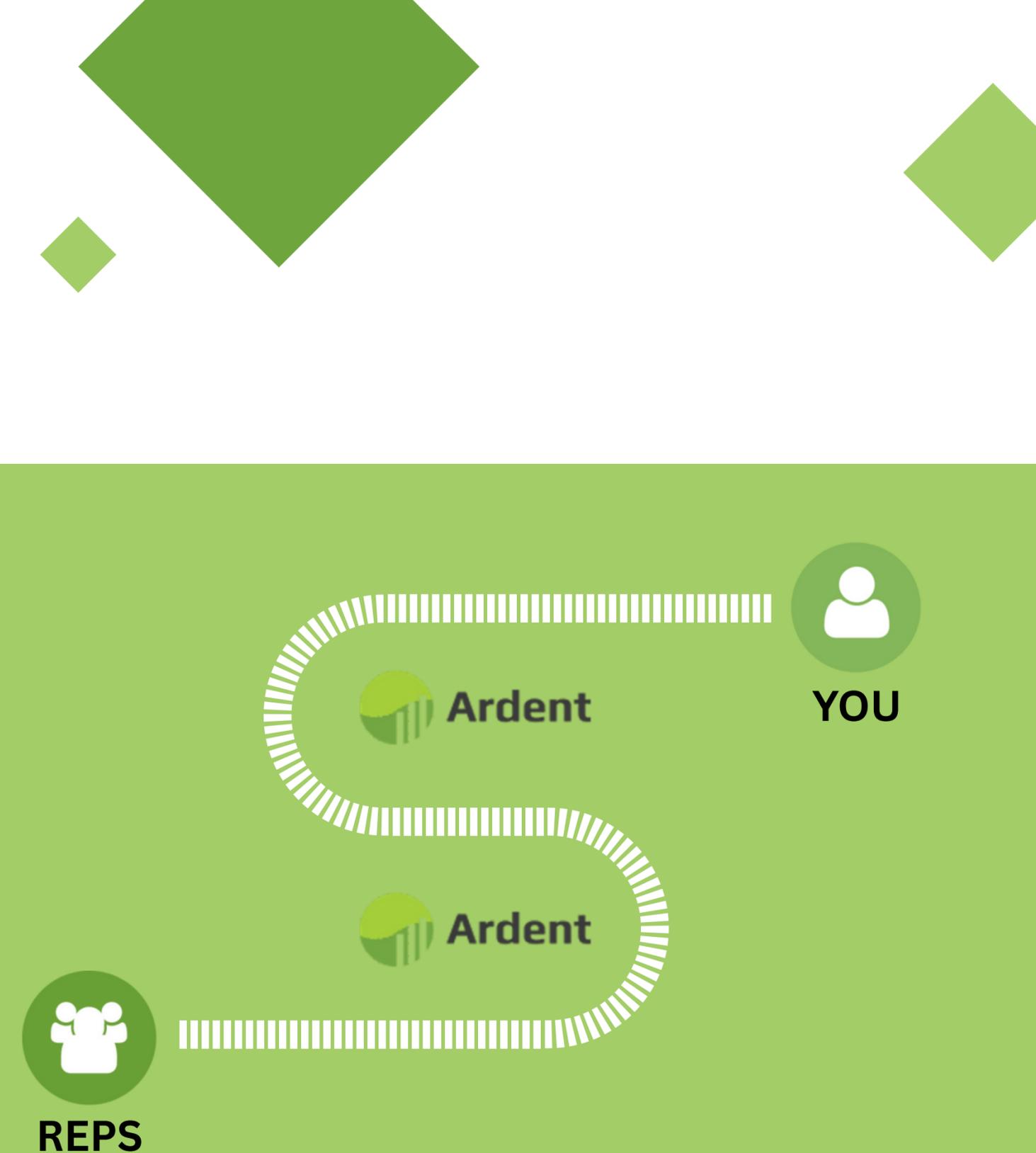
Your sales reps and/or distributors will need some technical guidance so they can make the right introductions to their customers. Once you have collateral, samples available, and a point person in your organization available for them. We will help you with the rest of way.

Treat their customers like you own them

Your Sales Channels trust that your going to make sure the customer relationships they have built for years are in good hands with your company. By providing your company's services and products as promised you will gain customers for life. Our team will help your sales reps with support and basic training.

Follow Ups

It is imperative that when an opportunity is brought forward to you directly or indirectly from our activities that you support the network and customers with their needs.





READY TO **START** BUILDING YOUR NETWORK?

THE RIGHT REPRESENTATION THAT CREATES THE
RIGHT OPPORTUNITIES FOR YOU IS OUR BUSINESS.



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