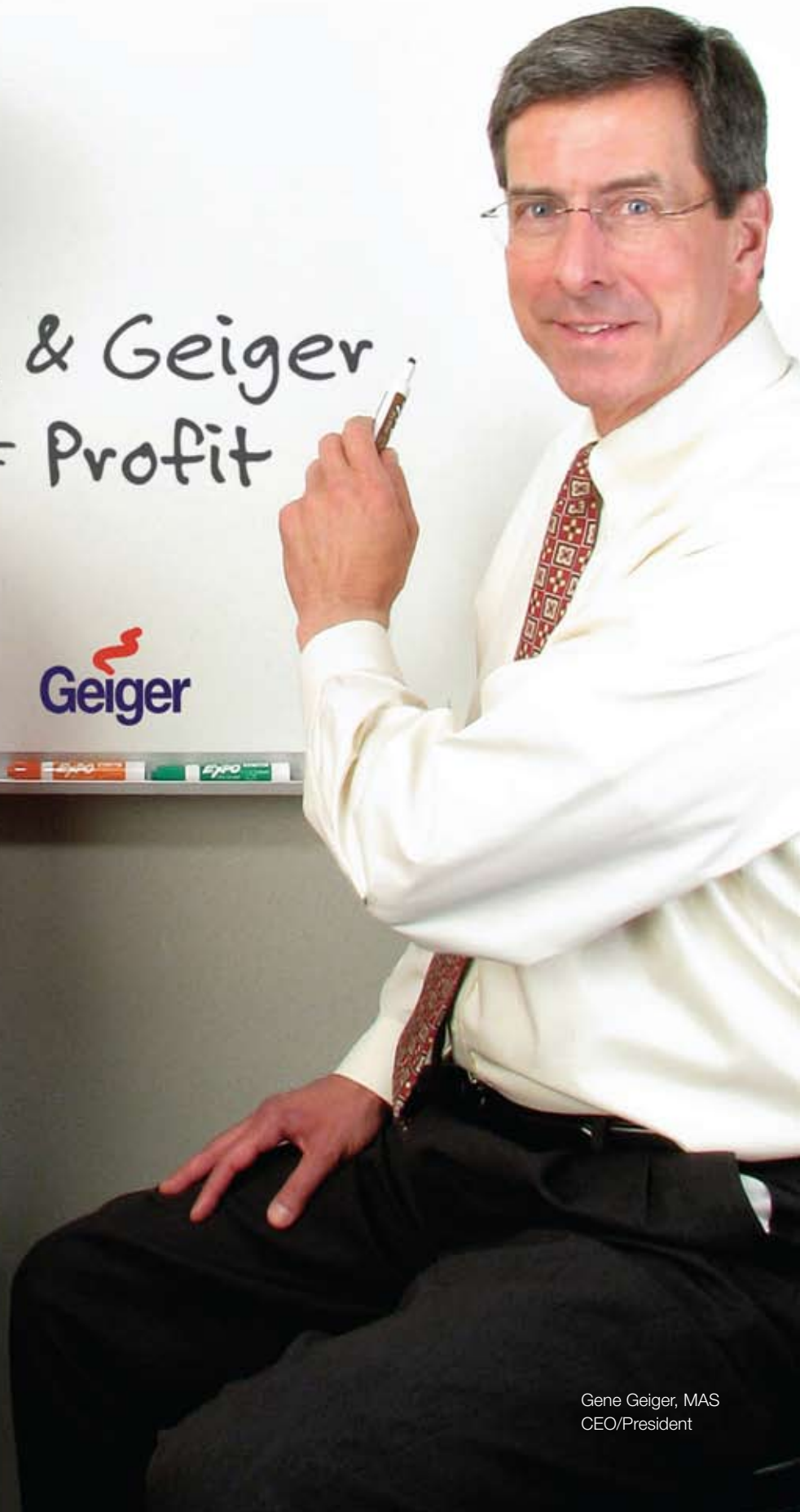




you & Geiger
= Profit



Jo-an Lantz, MAS
Executive Vice President

Gene Geiger, MAS
CEO/President



Hi, I'm Gene Geiger. I've got a simple equation to help both of us perform better, sell more and profit generously. You + Geiger.

I say this out of experience. The Geiger family – since opening our company in 1878 – has learned more than a few lessons worth sharing. Here are three of my favorites:

1. Keep it simple.
2. Treat your partners well.
3. Share your success.

How do we do that? *As a team – our philosophy is that success increases exponentially when you join talented people with the right tools and support.*

Geiger lets you get back to the fundamentals of successful selling because we “get” the basics of good business. Read on to learn exactly how we can multiply sales together.



Basic Math = Big Bucks

50% commissions + lucrative bonuses + advance pay on sales + the value of saved time (Geiger handles administration) = more profit in your pocket

Volume bonus incentives

The more you sell, the more money you make. A lucrative incentive program gives you an opportunity to earn an additional 11% bonus on annual commissions.

Advance pay on commissions

Book your order; get paid. It's that easy.

You'll receive commission within a week of your sales transaction, regardless of when your client pays for the product. Plus, there's no time-sapping collection calls to take you away from selling. Our in-house administrative team handles those pesky duties.

Preferred supplier bonuses

Sell products from Geiger's extensive list of preferred suppliers, and we'll give you yet another bonus! We believe sharing the financial breaks these supplier relationships yield benefits you and our company.

Furthermore, Geiger's reputation among industry suppliers gives us access to many special pricing programs others do not enjoy. Plus, you have hundreds of product exclusives to combat the commodity battle that forces other distributors to drop their margins.

Cha-ching – yet again, more money in your pocket!

geigeroutlet.com

In addition, our valued suppliers frequently come to us when overstock or cancellations causes their inventory to grow out of proportion to their needs.

At www.geigeroutlet.com, you'll find dramatic deals that you can pass onto valued clients or use to improve your margin.

All these profitability perks add up. In fact, Geiger's brand consultants earn 25% more than the industry average.



LESS = More (Time to Sell)

That's right. You'll have significantly less administrative tasks yielding more time to sell.

The way Geiger sees it: the freer you are to sell, the greater your ability to profit.

That's why we manage the administrative duties for you. Our in-house team handles the paperwork to lessen your office time in favor of selling time. We'll process the orders, submit the invoices, collect client payments and make self promotion and research easier

to bring you more business. Here's how:

Star Performers online catalog

Spend less time searching for the right product. The most reliable product performers are collected for you in one simple-to-search online catalog. These are the best-selling/most popular products provided by our key suppliers. When time is a factor, this is your go-to solution. Need a hard copy? We've got that too!

121 Geiger Way Web site

You'll have one handy online source for news, special pricing and other sales tools. This benefit comes as part of Geiger's exclusive eSalesOffice™ Technology Package.

You get the GeigerESP product research tool; a personalized web page and e-mail address; electronic order entry and real-time order status capabilities; and a direct connection to our sales research group and help desk.

Easy-to-use forms and templates for programs and self promotions

We practically hand promotional materials to you on a silver platter. Our in-house team of brand marketers is set to support your every outreach or presentation need from customizable printed materials to electronic sales tools to proposal writing.

And, there's less stress when major jobs are on the line. Our field sales managers are available to assist you in every step of the sales process, including delivery of key client presentations when you want some back-up.



Sharper = Faster

Geiger's cutting-edge technology moves you quickly through the sales process. Sharp marketing tools like the "Geiger Gets It" viral videos slice right through marketing clutter. The newest in management software and best tech support make for seamless processing. All this speeds you to successful client relationships.

24/7 GeigerMall Web site

Your clients will frequent this easy-to-use online store that's open whenever they've got a moment to browse. Even better, they'll directly associate this benefit with you; we set up your own personalized portal through which your clients will enter.

Paperless philosophy

Dull sorting through stacks of paperwork just doesn't happen here. We've streamlined administration and computerized documentation so that you can easily zero in on what you need without losing time. Plus, your office will be that much neater!

Award-winning IT Help Desk

Tech support is as simple as placing a call. All calls are answered immediately by a team of live technology specialists who just live to walk you through any computer glitch. They'll quickly pinpoint your problem and get you back to selling.

Outstanding customer support

Our state-of-the-art Call Center is open from 8 a.m. to 8 p.m. EST, with all inquiries logged and monitored for quality assurance. Calls are answered promptly, and no caller is kept on hold too long.

Online ordering with real-time inventory updates

Precise, transparent, real-time information will help you set accurate expectations with your customers when placing and tracking orders.

Streamlined fulfillment operations

We've got the warehousing and shipping facilities to take on the biggest and best corporate programs.

Geiger supports you in selling company store programs and provides all of the back-end support required to elevate you to hero status in your clients' eyes. From custom Web site and catalog production to detailed reports on product usage and inventory levels – our fulfillment operation is well-honed.

All these profitability perks add up. In fact, **Geiger's brand consultants earn 25% more than the industry average.**

Expect top technology, progressive sales tools and powerful marketing when you choose the industry's largest privately-held and managed distributorship.

You + Geiger = Profit



We've been a "Top 10" distributorship for the past five decades – **no other industry firm can say that!**



Bigger = Better

Bigger is better when it comes to support and the power to leverage purchasing power. Size, strength, longevity and consistency matter because they enable us to offer you personal, one-to-one support as our sales partner. In turn, you focus more on your customers' needs.

Nationwide Geiger locations and regional support teams

Whenever you need us, we respond pronto. We have over 500 employee associates at our Maine headquarters and more than a dozen field sales offices dedicated to supporting our independent sales partners. Our seasoned group of professional sales management experts will support your efforts.

Whether you desire a kind voice on the phone or a face-to-face *pow-wow*, we pride ourselves on building personal relationships with every rep.

Largest privately-held and managed distributorship in the United States

Geiger is the industry's largest privately-held and managed distributorship. Our unique heritage spans five Geiger generations and three centuries. We've been a "Top 10" distributorship for the past five decades – no other industry firm can say that!

The benefit: our sales partners feel confident in our consistency. We've stood the test of time. With Geiger, you needn't worry about the shifting tides of market forces or surprise business consolidations changing your status. We're solid and proven. We will always be able to live up to our financial obligations to you.

Respect of leading suppliers

Our history, size and purchasing power brings with it the respect of leading promotional products suppliers. A call from a Geiger rep is always met with the respect and service it deserves.

Annual national sales meetings

Our national sales conferences are held in some of the world's most desirable destinations bringing together our sales team for networking, reward and relaxation.

In addition, regional educational conferences further your expertise. Geiger brings you insights from the best industry veterans, inspiring team-building events and the latest vendor information.



Education

Geiger brings its brand consultants together annually for a national education session offering a variety of practical and inspiring classes. In addition, Geiger University provides instructional resources year-round to keep you fresh from spring to fall, summer to winter. We even host regional conferences at convenient locations around the country to further your expertise – bringing insights from the best industry veterans, inspiring team-building events and the latest vendor information.

Education is part of our culture. At Geiger, a sizeable percentage of our sales team has earned an MAS/CAS designation. In fact, our brand consultants make up nearly 10% of industry distributors/salespeople who have an MAS/CAS. That number is growing. In 2007, our brand consultants and staff members represented one-third of the individuals who received either an MAS or CAS from the Promotional Products Association International.



You + Geiger = Profit

The sum of all these benefits is a big Cha-ching! Adding your passion for selling to Geiger's infrastructure and industry standing equals a pocketbook pleasing win/win.

Geiger gets it and so can you. Call 800-314-6869 now to Get With Geiger. Or, go to www.geigergetsit.com to put this profitable equation to work for you.

