



## WHY BECOME A DEALER?

**BECOME A DEALER**

**MARKETING ASSISTANCE**

**\$3 BILLION OPPORTUNITY**

**BEFORE**

**AFTER**

How many times have you seen this with your customers?



### Meet the team

- Executive member(s)
- Business unit leader
- Regional account manager

### Brief history of SixAxis

#### Business discussion

- Where do we complement one another
- What does Partnership success look like
- Expectations

### Lunch at our Bistro

#### Innovation center

- Opportunity to sample all products in a conditioned environment

### Plant tour

- Meet the production team
- Watch the high tech robotics in action making equipment in real time
- Inventory
- Shipping

### Q&A

- Dealer paper work
- Next steps 30-60-90

### Erectastep Partnership Tools

- Lead generation
- 24 hour chat
- 800 call-in number
- Trade show support (8ea year)
- Fly-In program experience
- Sales / product training
- 3D modeling configurator
- Demo truck
- Site visit

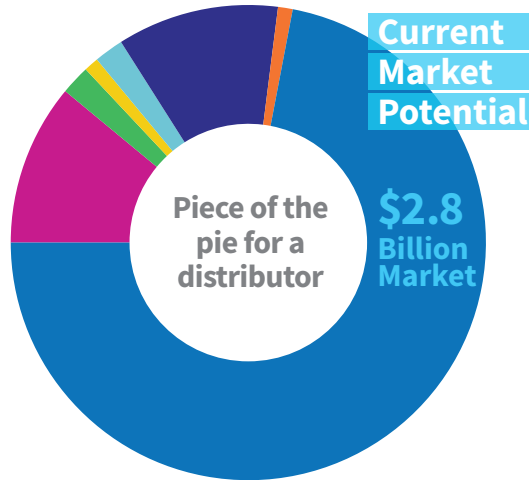
## 3 Billion Dollar Playground

### Average Sales Professional's Production

- ROI for 6 quotes, 2 closes = 33% Close Rate
- Would average out to \$240,000 per year, at an average of \$10,000 per sale, at 2 Sales a month.

### Our Number One Sales Professional's Production

- ROI for 20 Quotes, 10 Closes = 50% Close Rate
- Would average out to \$2,000,000 per year, at an average of \$16,700 per sale, at 10 Sales a month.



**\$40 Million is just for Crossover Modular Platforms!**



Only 7 markets are listed here, but there are over 70 markets currently to play in.

Custom Fabricated Platforms	72%
Aviation	11%
Marine Gangways	2%
Cross Over Modular Platforms	1%
Safety Gates	2%
Access & Platform Systems	11%
Grounding/Overfill	1%

## Benefits for your level of participation in the distributor program

Based upon your level of sales, you can see the cost percentage benefit to match the participation. You can choose to become a Gold, Platinum or Diamond member distributor. The potential for you and your business is unlimited.



## Marketing Assets available for you

Whether it is brochures, trade shows or sell sheets, ErectaStep and its world-class marketing department supports you and your business, with the same items we use for our own promotions and collateral materials.



## We're On The Road!

Discover the endless possibilities ErectaStep has to offer with a hands on look at a complete ErectaStep configuration as well as a RollaStep TR-series and a YellowGate, the Universal Safety Gate. With over 20 trucks roaming across the U.S., you can offer your client the experience of seeing and using the product ahead of purchase. Contact us to schedule an on-site demo for your potential customer.