

Distribution Strategies: Professional Beauty Industry

The Challenge

As a professional beauty products manufacturer, your distributors and salons are vital to the success of your business. Your challenges are to maintain brand value, preserve or increase market share, prevent product diversion and customer defections and achieve all of this while increasing efficiencies and improving relationships with your distributors and salons.

The Solution

Reshare's proven enterprise software solution, Distribution Relationship Management, enables you to connect with your distributors, salons and end customers online. Reshare allows you to maximize your revenue stream while reducing your selling and marketing costs. Your distributors and salons enjoy increased market knowledge, additional revenues, improved efficiency and new customers. You have complete control of how products are branded, marketed and sold. Reshare will help you develop cohesive strategies that build a sustainable competitive advantage for you and your channel partners.

Patented Software

Reshare offers the only patented (US# 6,594,641 and foreign countries) software that enables you to:

- Gain access to valuable customer information
- Sell direct to customers and share revenues with distributors and salons
- Enable customers to locate and select an appropriate distributor or salon
- Credibly demonstrate fairness to distributors and salons
- Maintain existing relationships between distributors, salons and the consumer

Prevent Diversion

The only way to prevent diversion on the internet is to provide consumers with the ability to purchase products from the only intuitive and logical place a customer should -- your brand website. Buy guaranteeing the authenticity of your products and crediting your distributors and salons with the online sale in the same manner as if it was made offline, you assure complete control and proper product usage. A

professional recommendation can be made by a customer's salon or through the use of our sophisticated proprietary online recommendation engine.

Internet & Channel Experience

With over 20 years of online experience across a multitude of industries, we offer software and strategies that resolve channel conflict, guarantee complete brand control and enhance relationships between all channel partners and end users. We have a deep understanding of the benefits and challenges of distribution. Our mission is to improve relationships and profitability of all channel partners. This translates to increase revenue, market share and profitability.

Beauty Industry Experience

Reshare has developed major online initiatives for the beauty industry and has been the foremost thought leader in distribution strategy as it relates to the internet for the Industry. Our Advisory

Board includes highly respected individuals representing the concerns and interests of manufacturers, distributors and salons. Reshare's solutions have been recommended by the BBSI Technology Committee and dozens of professional beauty manufacturers are benefiting from us.

Additional Benefits

- Order processing cost reduction across all channel partners in aggregate of up to 72%
- Increased order size as the result of ease of use and access
- 24/7 ordering availability
- Increased order accuracy
- Decreased bad debt for distributors through use of credit cards
- Direct relationship with salons that enable you to conduct product research and obtain valuable customer feedback
- Up-selling and cross-selling abilities for other products where collaborative filtering/recommendation technologies are deployed
- Absolute brand control

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