



Thank you for your interest in Creative Marketing Services and the extraordinary business opportunity we offer you in the Promotional Advertising Industry as an Independent Affiliate.

Considering any new business opportunity is a serious initiative. Even when there is no financial risk, you need to be comfortable in knowing that you have been presented with a comprehensive view of the industry, business model, and expectations needed to succeed.

Creative Marketing Services has a nationwide network of independent promotional product affiliates who are enjoying the freedom of owning their own businesses. They have been able to take the tactics, techniques and technologies provided them to build profitable and successful businesses. Creative Marketing Services is NOT a franchise; there are no upfront fees or long-term agreements that restrict you from doing business how you want, when you want, and with whom you want. With Creative Marketing, you enjoy the freedom and flexibility to operate your business as you wish.

We believe sales people spend too much time of their time not selling and spend far too much time on tedious, time consuming, non-revenue-generating tasks. We can relieve you of this burden so you have more time to sell – and earn more money. At Creative Marketing we support our Affiliates by proving them:

- Powerful Marketing Tools
- Sales Training & Development
- Artwork & Graphic Design
- Product Research & Pricing
- Customer Quotations
- Price Match Guarantee
- Order Processing & Expediting
- Order Financing
- Invoicing & Collections
- Supplier Payment
- Credit Card Processing
- Technology Platforms
- Vendor Research & Qualification

I encourage you to review the materials included in this introduction to make an informed business decision. We believe, given the right effort, affiliating with Creative Marketing Services is a wise business decision with unlimited potential and financial reward. I thank you for your consideration and I look forward to the opportunity of serving you for years to come.

Sincerely,

A handwritten signature in black ink, appearing to read "John D. Wilson", with a stylized flourish at the end.

John D. Wilson
President

john@mysalespromotion.com



About Us

A Creative Marketing Services Affiliate provides businesses the means to attract and keep the patronage of their customers by being a valued resource that provides promotional advertising products. Getting companies noticed, extending the exposure of their business and creating value and recognition.

For our relationship to be successful and enduring there must be a clear and definitive definition of your rights, privileges and responsibilities as an Affiliate of Creative Marketing Services, Inc. Each of us has an obligation and it is our intention to maintain our reputation for responsibility, reliability and integrity by being as "up-front" as possible and honest about our mutual responsibilities to each other.

Your Are an Independent Contractor

Affiliates are not employees of Creative Marketing Services, Inc. You will not receive salaries, benefits, or expense accounts. You are self-employed as an independent contractor with your own business. You solicit business for our mutual benefit. We process those orders and then share the profit with you on each and every order.

Business Ownership

This is your business. You own it and you run it. It is an asset that you manage, operate and dispose of as you wish. As an Affiliate, you are responsible for completing and paying for any local licenses or registrations that may be required for operating your business. Because state and local practices vary widely, we advise you to seek counsel for your accounting, legal, or local governmental office or agency.

Commissions

Creative Marketing Services, Inc. will equally split the Gross Profit Margin (GPM) earned on each and every order with our Affiliates. Creative Marketing Services has no hold backs and NO MINIMUM ORDERS on which commissions are earned. Affiliate commissions are calculated by deducting from the final invoice total: supplier cost, administrative fee, credit card processing fee and shipping charges. This Gross Profit Margin is split 50/50 with our Affiliates. A detailed Commission Statement will be emailed to our Affiliate along with a copy of the Client's invoice. Payment of commissions will be tendered immediately upon client's funds clearing the bank.

Administrative Fees

An Administrative Fee of 5% of the gross sale, capped at \$75.00 per order will be accessed on all orders to compensate us for our product research, order processing costs and technology fees.



Credit Card Processing

A Credit Card Processing fee of 3.50% of the final invoice total will be added to the cost basis should your client wish to pay via MasterCard or Visa. All Shipping Charges will be billed net to the customer. Our Credit Card fees and Shipping Charges are not commissionable.

Recruiting Bonus

Creative Marketing Services, Inc. encourages its Affiliates to contribute to the success and growth of the company and provides them a recruiting bonus for introducing prospective Affiliates. A Recruiting Bonus of 10% will be paid to our Affiliates of their recruit's previous net monthly commissions. Recruiting Bonuses are paid entirely from Creative Marketing Services' profits and DO NOT reduce the amount of commissions earned by the Affiliate or recruit. You must be an active Affiliate to participate in our Recruiting Bonus Program. No bonuses are paid to inactive Affiliates.

Pricing & Price Control

As an Affiliate of Creative Marketing Services, Inc., you set the selling price for all products you sell within reason. While we suggest and support the use of published prices in all circumstances, we recognize that special circumstances may justify price quotes below of above stated catalog pricing. In these situations, Affiliates are authorized to quote off the advertising list price for the items subject to the discount and pricing policies dictated for that item. All pricing is subject to final acceptance by Creative Marketing Services, Inc.

Order Accuracy & Customer Approvals

It is your responsibility to ensure the accuracy of all order information provided to Creative Marketing Services, Inc. and your customer. You are also required to obtain tangible proof of customer order approval. This is accomplished by obtaining a purchase order or order approval transmitted via email to john@mysalespromotion.com by the customer.

Processing Orders

Purchase orders are contracts between Creative Marketing Services, Inc. and the person or authorized representative who provides the order approval, not between you and your customer. Creative Marketing Services, Inc. is completely responsible for the performance on that agreement. You should not and are not authorized to make any "special" verbal or written agreement with a customer on behalf of Creative Marketing Services, Inc.



Invoicing, Credit Check & Collections

Creative Marketing Services, Inc. performs on your behalf credit checks and collections and handle all invoicing to your customer. However, should your customer fail to pay their invoice within 90-days from the invoice date the Affiliate will be charged the full amount of the invoice. Interest will be charged at 1.50% per month (18% per annum) on all invoices past 30-days.

Taxes

You are responsible for the payment of your income and Social Security taxes. Creative Marketing Services, Inc. will issue you an IRS 1099 Information Return Form (unless you are incorporated) for all commissions earned by you for each calendar year. You are responsible for filing and payment of all applicable income taxes and returns on an annual basis. We encourage and suggest you consult your tax advisor or local IRS office for more information on how to handle your individual responsibilities in these areas.

Sales Taxes

Creative Marketing Services, Inc. is an Indiana Corporation and is obligated to collect and pay Indiana Sales and Use Tax. All invoicing originates within the State of Indiana and the appropriate Indiana State Sales Tax will be added to any and all invoice for taxable items delivered within the State of Indiana. All other sales outside the State of Indiana will be considered Exempt from Indiana Sales and Use Tax.

Your customer has the responsibility to self-report any Sales and Use Tax directly to their state or jurisdiction. Clients within the State of Indiana, who are exempt from Indiana Sales & Use Tax, must complete the appropriate forms and have them submitted with their initial order.

Business Expenses

You are solely responsible for any and all of your own business expenses including, but not limited to; travel, meals, and fees incurred in the operation of your dealership.

Ethical Standards

As a promotional product professional and Affiliate of Creative Marketing Services, Inc., you should be aware of all laws governing your operation and should strive to uphold the highest ethical standards in your business. Creative Marketing Services, Inc. will not act as your legal counsel in these matters, Remember, the Creative Marketing Services, Inc. reputation has been founded on integrity.



Working Hours & Location

Since you are an Independent Contractor and an Affiliate of Creative Marketing Services, Inc., this is your business - you work when you want and where you want. It is up to you. We do not impose any mandatory hours, meetings or phone calls. It is completely up to you. Our office is open Monday through Friday from 8:15 a.m. until 5:00 p.m. EST.

Copyright, Trade Name and Logo Use

Creative Marketing Services, Inc. is the owner of the copyright to the materials published and distributed by the company unless another copyright holder is clearly indicated. Creative Marketing Services, Inc. reserves all rights to copyrighted materials including but not limited to all brochures, web pages, sales materials, training materials, print or online advertising, marketing information and other forms of communications. Reproductions rights are NOT given. Violators of Federal Copyright Laws will be aggressively prosecuted.

The Creative Marketing Services name, logo and logotypes that represent our company are considered extremely valuable property and are owned and their use controlled exclusively by Creative Marketing Services, Inc. No use is granted to our Affiliates without prior permission. To request authorization for use, you must contact us in writing (via email or fax) with your intended use. If permission is authorized you will be sent a written document granting special, limited use. Creative Marketing Services, Inc. may seek injunctive relief and take all steps necessary to protect our Trade Name and all other representation of the company. Be sure you have authorization for special use of the Creative Marketing Services, Inc. Trade Name or other representations of the company.

Affiliate Information

It is the responsibility of all Affiliates to keep the company informed of all changes to business names, addresses and contact information. Creative Marketing Services, Inc. is required by law to maintain a Federal Taxpayer ID or Social Security Number on record for all Affiliates. Failure to keep the company posted on these matters could delay commissions, order processing and beneficial mailing. It is not sufficient to note changes on Order Forms. All business information changes need to be sent to the company via email.

Marketing Support

Creative Marketing Services, Inc. provides all Affiliates with free business cards and a reasonable quantity of our full-service sales brochures. In addition, we provide our Affiliates in good standing with access to our ESP Web On-Line account supported by the Advertising Specialty Institute. Provided the



Affiliate provides us with complete contact information, we will direct mail and email specials offers to their customers free of charge – except for postage cost. If the Affiliate should choose to do their own direct mail, we can provide them with our marketing materials at a nominal cost.

Samples & Supplier Catalogs

A benefit of affiliating with Creative Marketing Services is the ability to participate in our sample program. Product samples and catalogs are available at the lowest available cost to our Affiliates. Supplier samples are available to you at no-cost or for a nominal fee. However, you will be responsible for the delivery cost to you or your customer / prospect. We suggest you obtain a UPS or FedEx Shipper number to expedite the delivery of your sample / catalog requests. NO supplier sends samples or catalogs without the cost of delivery borne by the person requesting the materials.

The library of supplier catalogs we refer to as our “Preferred Supplier” is the most important material in your success kit. The vast majority of your sales will be sold from these supplier’s catalogs and not from samples. Become familiar with each catalog and the items included within. Generally speaking, each catalog is a different supplier – a different factory. Each has its own products, procedures and fees that will affect your customers. Please pay particular attention to each supplier’s general information page for important details.

The manufacturers have produced catalogs with large, detailed, full color photographs of their products. They are shown with high quality imprints (advertising) to let your customers see what his order could look like. The imprints also will serve to suggest what type of businesses use the product for promotion. Many times you and your customer can get good ideas regarding what information to put on a specialty item by looking at the imprints on the items in the catalog images.

These catalogs are your most valuable tools. They are not designed to be left with your customer or sent to your prospects. Only a limited number of catalogs are printed by each factory, and once your allotment is gone, there may not be replacements available. We suggest you keep a set of catalogs in your office and a set in your vehicle as handy reference. Many suppliers publish monthly, quarterly or cyclical flyers featuring their products that are being offered on “special”. These are great tools for sales leave behinds, cold calls and direct mailing.



What are our products?

Promotional products are items on which businesses place promotional or advertising messages and then distribute the items to their customers, prospects and associates to achieve their business goals. Typically, promotional items carry the business' name and logo and many times include their contact info and marketing message.

This is a targeted medium, meaning businesses control the distribution of the product so it goes precisely to those who they want to reach. Mass media – like newspapers, magazines, radio, TV and even the internet – cannot provide this kind of targeted control. Direct mail and email campaigns are the only mediums that provide similar control; fortunately, we can play a big part in making direct mail even more effective.

Examples of the depth and breadth of the products our Affiliates can offer to their customers include:

- Corporate Apparel
- Caps & Jackets
- Business Gifts & Premiums
- Office & Desk Products
- Mouse Pads & Counter Mats
- Calendars
- Writing Instruments
- Cups, Mugs, Bottles, Glasses
- Padfolios & Jotters
- Bags & Totes
- Briefcases & Computer Bags
- Travel & Auto Accessories
- Awards & Trophies
- Meeting & Event Items
- Color Printing
- POP Displays
- Trade Show Displays & Graphics

For more a more detailed presentation of our complete product offering visit www.mysalespromotion.com

Who are our customers?

Every business – whether they offer goods or services - is a prospect for promotional products. Generally speaking – everyone uses what you have to sell. You just need to convince them to order their products from you! We break them down into three markets:

- Consumers – firms that sell goods or services to consumers
- Business-to-Business – firms that sell goods or services to other business
- Associations and Non-Profits

Business-to-Business (b2b) Market

This marketing is made up of businesses that sell products and/or services to other businesses; these include manufacturers, distributors and service companies. Generally they don't use mass media to reach their targets – they rely on sales professionals, direct mail, trade magazines, trade shows and promotional products.

Sometimes a business will service both consumer and b2b markets. Tire dealers, for example, will sell passenger car tires to you or me and truck and heavy equipment tires to other businesses – like trucking companies. Ask insightful questions to learn which your prospect falls. A few suggestions include:

1. How do currently advertise and promote your business?
2. Do you sell direct or through a network of dealers or distributors?
3. What forms of marketing communications do you currently use to promote your business?
4. What trade shows do you currently exhibit at?
5. In what **ways** have you used promotional products in the past?
6. What **products** have you used in the past?

Finding out this information enables you to make product and campaign suggestions to fit their current marketing programs and suggest new product recommendations. Typically in the b2b market, business use promotional products in a variety of ways, including:

- *New Account Development*
- *Sales Calls*
- *Marketing & Brand Support*
- *Customer Relations*
- *Trade Show*
- *New Product / Service Introductions*
- *Direct Mail*
- *Sales Promotions*
- *PR / Community Relations*
- *Company Stores*
- *Dealer / Distributor Recruiting & Support*
- *Customer Entertainment*
- *Special Events*
- *Recruiting & Employee Incentives*
- *Safety & Training Programs*
- *Sales Meetings*

Consumer Market

Also known as the retail market, this category is essentially businesses that sell to people/individuals like you and me who use their products and services in everyday life. Most often, these businesses use mass media to reach consumers, resulting in wasted effort by reaching segments of the market that won't buy from them. Mass media is also not designed to build long-term business relationships.

This is our largest market in terms of sheer numbers as evidenced by the index in the Yellow Page Directory. Consulting this accessible reference also reveals the breadth of the market as well as the focus of their message. We help these businesses increase awareness, product trial, and repeat business. Here are several ways in which we do this, with ideas for specific product application.

- *Seasonal/Special Promotions*
- *Business Anniversary*
- *Grand Openings*
- *Build Community Image and Identity*
- *Welcoming Services*
- *Brand Identity*
- *Reactivate Dormant Accounts*
- *Acknowledgment of Sale*
- *Sales / Employee Meetings*
- *Staff Recognition*

Be Creative! These are just some of the ways to serve the consumer market. Use your imagination and creativity to find the products that most suits your customer's needs.

Buyer Profile

Generally speaking, buyers or promotional products will fall into one or more buyer profiles:

- The "Price" Buyer – focus is mainly on buying the lowest price. Competitively bids all purchases. Expends an inordinate amount of time searching for the lowest price –especially on the internet. Fortunately, Affiliates of Creative Marketing Services can offer these buyers our "Price Match Guarantee where we guarantee we will meet or beat any advertised price for promotional products or give the customer \$50.00 towards their next promotional product purchase.
- The "Relationship" Buyer – they love their supplier! Places a great deal of weight in the relationship. Is often gregarious and loves to go to lunch and chit chat. Will share pricing and proposals from other suppliers with their "Friend."
- The "Value-Added" Buyer – buys for what the product can do, not for what the product is. Is often campaign oriented and are results oriented. They do not buy products – they buy solutions. At Creative Marketing Services, our business was built to servicing these type buyers due to the breadth of our value-added offerings: creative, graphic design, packaging and fulfillment.



Still interested??

If you are still interested in affiliating with Creative Marketing Services, Inc. and exciting about the opportunity for the freedom and financial security we offer, please contact us to schedule an interview. Frankly, we are picky about who we affiliated with. We want the best of the best. Those that we feel will make a significant contribution to our organization and those who are best suited for business model.

Please complete that attached Affiliate Profile and email to: john@mysalespromotion.com

Thank you in advance for your time and consideration!



Affiliate Profile

Full Name:

Company Name:

Address:

City / ST / ZIP:

Telephone / Mobile Number:

Email Address:

Promotional Product Experience:

Sales Experience:

Marketing Experience:

Media Experience:

Other Previous Experience:

Tell us why you believe you will be successful selling promotional products: